

Kellen Aguilar

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WRITER AND DIGITAL COMMUNICATIONS PROFESSIONAL

Results-driven, detail-oriented team player whose greatest strengths and strongest passions are writing and technology. Background in digital communications, social media management, journalism, public relations, and web and graphic design. Tech savvy and flexible with experience deploying writing and communications skills to make a positive impact in nonprofit, higher education, and healthcare settings.

SKILLS

Software and Systems

WordPress, Drupal
HTML, CSS
Mailchimp, Emma
Meltwater, Cision
Microsoft Office Suite

Adobe Creative Suite

Photoshop
Illustrator
InDesign
Premiere Pro
Lightroom

Social Media Management

Social listening
Analytics reporting
Hootsuite, Sprout Social
Spark AR Studio (filters)
Lumen5

Writing

Press releases
Newsletters
Blogging
Journalism
Spanish translation

EXPERIENCE

Kellen Aguilar Consulting

Branding and Digital Communications Consultant

September 2016—Present

Los Angeles, CA

→ *Grow businesses' brand awareness and online presence through web and graphic design, copywriting, and social media marketing. Also, improve students' writing and language skills.*

- Produce customized WordPress websites to strengthen the online brands of clients like Thomas Holm Legal Consulting LLC and Hosanna Academy.
- Diversify brand identity by designing logos, business cards, event flyers, and other collateral with Adobe Creative Suite, resulting in significant increases in lead conversion rates for clients.
- Perform copyediting services with a proven record of success, like a recent project that entailed reviewing and fact-checking the petition and school charter for We the People Public High School.
- Improve students' writing, composition, and language skills by developing reading, writing, and SAT/ACT test preparation programs, with an overall 90% satisfaction rate in student evaluations.

Whittier College

Associate Director of Digital Communications

March 2020—July 2020

Whittier, CA

→ *Oversaw the day-to-day editorial and digital content operations for the College's website, email marketing campaigns, and social media channels.*

- Achieved significant workflow efficiency (40% cycle time reduction) by developing a 52-week editorial calendar to plan out social media content and track and report analytics, and by implementing tools like Hootsuite to schedule content and carry out social listening activities.
- Boosted traffic to the College website's news, department, and alumni pages by 30% by writing and publishing search engine optimized feature stories, briefs, and profiles on constituencies.

- Played a key role as assistant editor in publishing *The Rock*—a major quarterly student and alumni magazine—by developing story ideas, copyediting articles, and updating the magazine website.
- Implemented new ways to engage and retain audiences, like using Spark AR Studio and Meshmixer to design Instagram filters such as one for the College’s 2020 Commencement, which earned over 1000 captures, over 2000 impressions, and a 50% engagement rate.

PIH Health
Social Media Intern

June 2019—March 2020
Whittier, CA

→ *Actively grew the hospital organization’s online community by helping conceptualize, manage, and implement its social media program across Instagram, Twitter, Facebook, LinkedIn, YouTube, and the organization’s blog, Healthy Living Online.*

- Surpassed reach goal by 20% by creating high-performing multimedia content—blog posts, social media posts, graphics, videos, press pitches—while adhering to AP style and brand guidelines.
- Contributed significantly to marketing strategy by researching tools to streamline content production and innovate on current practices, reducing workflow processes by at least 50%.
- Provided excellent customer service by responding to community messages across Facebook (100% response rate), Twitter, Instagram, and LinkedIn in a prompt manner.
- Led training sessions on camera and video equipment, raising team’s overall technical competency for covering the organization’s fundraising and other events on social media.

American Youth Symphony
Public Relations Intern

June 2016—February 2017
Los Angeles, CA

→ *Boosted donation revenue and ensured the successful promotion of the Symphony’s 2016/17 concert season by preparing key collateral.*

- Took the lead on designing the promotional collateral for the Symphony’s 2016/17 concert season, including an annual report, a corporate sponsorship deck, flyers, and event calendars.
- Expanded the reach of the Symphony’s concert season to Spanish-speaking demographics by pitching the season to outlets like Newswire and PR Web in eight individual press releases in English and Spanish, as well as translating the Symphony’s Wikipedia page and website to Spanish.
- Collaborated with the Program Notes Intern to draft and edit copy for eight individual program brochures disseminated at each of the Symphony’s 2016/17 concerts.
- Photographed concert events at venues like UCLA’s Royce Hall and the Gelfand Residence in Beverly Hills, and enhanced the Symphony’s website and social media pages with the images.

EDUCATION

Master of Arts, English (4.00/4.00 GPA)
Northwestern University

June 2019
Evanston, IL

Bachelor of Arts, English/History; Spanish minor (3.96/4.00 GPA, summa cum laude)
Whittier College

May 2016
Whittier, CA