

Kaleigh McKee

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EDUCATION

Hope College, Holland, MI

Expected Graduation: May 2021

Bachelor of Arts in Business and Communication, *Summa Cum Laude, Phi Beta Kappa*

GPA: 3.97/4.00

- Placed on Dean's List all seven semesters and played JV Basketball at Hope.
- Received the M. Harold Mikkle Prize in Communication, the Lambda Pi Eta Book Award, and selected as a member of the Michigan Association of Broadcasting (MAB) Student Advisory Board.

EXPERIENCE

Peachwave Frozen Yogurt and Gelato, Holland, Michigan

January 2019 – Present

Associate Communications Director

- Diagnosed shortcomings in marketing with a corporate-wide audit, created a self-evaluation tool for owners, and consulted with 12 stores to teach marketing strategy. Marketing quality improved by 14%.
- Produced a testimonial video, 3 sales videos, and 3 training videos for marketing promotions.
- Currently building a communications strategy to align our brand reputation with our company mission.

Big Read Lakeshore, Holland, MI

June 2020 – January 2021

Video and Production Manager

- Produced and directed 12 live-streamed events and 16 pre-recorded events to virtually engage viewers.
- Trained and managed a team of students to direct and produce events for the program.

Women at Risk International (WAR Int'l), Wyoming, MI

Summer 2019

Marketing Intern

- Created digital advertising content using photography and videography to engage and attract customers.
- Produced an informational video that played at the Unity Music Festival to increase product sales.

COLLEGE & COMMUNITY INVOLVEMENT

K. McKee Productions

Fall 2019 – Present

Freelance Photographer & Video Editor

- Shot and edited photos and videos for businesses and individuals to celebrate or promote activities.

Hope College Communications Department, Holland, MI

Fall 2020

Lead Producer and Editor, "A Search For Belonging"

- Storyboarded, coordinated, filmed, and edited a long-form documentary highlighting the challenges facing a special education program during the pandemic.
- Won second place at the MAB Student Broadcasting Awards 2021.

Hope College Communications Department, Holland, MI

September 2019 – Present

First Author, "Resilience in Ethnically Diverse Students in Higher Education Liberal Arts Institutions"

- Researched, wrote, and presented paper with Hope professor at the 2020 NCA Research Escalator.

Hope College Campus Ministries, Holland, MI

Spring 2020

Account Executive

- Lead my PR team to research, strategize and present a plan to our client to address their publicity issue.
- Served as the primary point of contact between the Professor of the class, the client, and my team.

SKILLS

- Leadership: President of Hope Broadcasting Club & Chair of Social Development for Lambda Pi Eta: the National Communications Honors Society.
- Filming, editing, and directing: directed production for Hope Broadcasting Club and produced videos for Peachwave, WAR Int'l, Big Read Lakeshore and multiple classes. 8 total years of experience.
- Fluent in the Google Suite, Microsoft programs, Adobe Premiere Pro, After Effects, Photoshop, Lightroom, Final Cut Pro, and TriCaster software.