
Kelly Davis

Current: Dellplain Hall Suite 740, 601 Comstock Ave, Syracuse, NY 13244

Permanent: 13 Gray Farm Road, Littleton, MA 01460

kDavis21@syr.edu • (636) 233-9661

EDUCATION

SYRACUSE UNIVERSITY

- GPA: 3.879, Invest for Success Scholar, Dean's List

Martin J. Whitman School of Management

Bachelor of Science in Entrepreneurship and Emerging Enterprises, Marketing

- Whitman Leadership Scholar

S.I. Newhouse School of Public Communications

Bachelor of Science in Television Radio and Film

Renée Crown University Honors Program

- HNR 100 Teaching Assistant

Syracuse, NY

May 2023

EXPERIENCE

Thinc-Hub

Chief Marketing Officer, Social Media Director

- Scheduled content for Facebook, Instagram, Twitter and LinkedIn
- Managed analytics and research related to the marketing plan and strategy
- Led a team of three marketing specialists to improve outreach and reputation

Syracuse, NY

May 2020 – Present

Orange After Dark

Event Board Member

- Collaborated with a team to plan events for students remotely and on campus
- Managed social media outreach, catering services and volunteers for events
- Handled groups of 50+ students at events, including transportation and safety

Syracuse, NY

June 2020 – Present

Blackstone LaunchPad & Techstars at SU Libraries

LaunchPad Communications Manager

- Compiled and advertised weekly newsletter with over 3000 subscribers
- Edited and arranged video footage for outreach and advertising purposes
- Managed the social media by posting through Hootsuite and defining strategy

Syracuse, NY

August 2020 – Present

LEADERSHIP

Martin J. Whitman School of Management

Whitman Leadership Scholar, Peer Mentor, Whitman Ambassador

- Mentored a team of 10 freshman by giving advice on college and business
- Developed an informational booklet for all incoming business students
- Attended information sessions and tours to showcase opportunities at Syracuse

Syracuse, NY

August 2019 – Present

Enactus – Syracuse University's Social Entrepreneurship Club

Vice President of Communications, President Elect

- Led a team of six students for communications, outreach and advertising
- Hosted professional development events and executed the marketing plan
- Trained as future President by shadowing current President and leading meetings

Syracuse, NY

August 2020 – Present

COMMUNITY SERVICE

OttoTHON – Syracuse University's Dance Marathon

Fundraising Committee Member, Team Captain

- Planned all major push days for the event and gave fundraising tips to dancers
- Developed a yearlong fundraising plan and worked with miracle families
- Utilized social media to raise \$1,000 individually (\$3,800 as a team)

Syracuse, NY

September 2019 - Present

SKILLS

- Microsoft Office Specialist and Expert Excel 2016; skilled in Microsoft Office
- Proficient in Adobe Illustrator, Photoshop, and Premiere Pro
- Customer relations, communication, time management, and leadership skills