

KEELY FLANAGAN

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EXPERIENCE

GREEN DOOR ART GALLERY – Saint Louis, Missouri

Social Media Manager

Nov 2023 – Present

- Develops and executes social media strategies to increase brand visibility and engagement across multiple platforms
 - Improved engagement across all accounts, with a +121.6% increase in account engagement
- Stays updated on industry trends and digital marketing techniques to bring innovative ideas and creative approaches to content

FOSTER RECREATION CENTER – Springfield, Missouri

Videographer and Photographer

Jan 2021 – May 2024

- Translated creative concepts into visually stunning and cohesive video projects
 - Video views increased by 40.8% over the semester
- Collaborated with five cross-functional teams to create engaging social media content
- Orchestrated cross-platform brand and content campaigns on TikTok, YouTube, Instagram, and Facebook
 - Maintained roughly 65,000 impressions a month over all platforms

STL BUCKET LIST & BUCKET LIST CREATIVE – Saint Louis, Missouri

Internship

May 2023 – Aug 2023

- Photographed curated shoots and edited short-form videos for ten different clients within the food, hospitality, and entertainment industries
- Developed and maintained relationships with clients and partners for collaborations and promotions

CARBON TRACE PRODUCTIONS – Springfield, Missouri

Production Internship

Oct 2021 – Dec 2021

- Demonstrated proficiency in all aspects of video production, from pre-production planning and scripting to on-location shooting and post-production editing

LEADERSHIP

MISSOURI STATE UNIVERSITY AMBASSADORS - Springfield, Missouri

Historian & Tour Guide

Jan 2022 – May 2024

- Managed social media to ensure consistent and timely content delivery
 - Gained over 48,000 views on Instagram, maintaining a 10.41% engagement rate
- Updated documentation including bylaws, constitution, and handbook
- Conducted informative and engaging campus tours for prospective students and their families

ALPHA DELTA PI - GAMMA MU - Springfield, Missouri

Videographer

Dec 2021 – Dec 2023

- Produced high-quality video content for various projects, including recruitment videos and promotional content
- Utilized SEO marketing strategies to increase average views by 15% on average per Reel

MILE MARKER 66 - CAPSTONE PROJECT - Springfield, Missouri

Producer, Editor, & Social Media Manager

Aug 2023 – Dec 2023

- Demonstrated ability to adapt to various challenges, including fast-paced productions, scheduling of 14 cast/crew members, and unforeseen changes during shoots
- Coordinated logistics for shoots, including location scouting and securing permits

EDUCATION

MISSOURI STATE UNIVERSITY – Springfield, Missouri

May 2024

Bachelor of Science in Digital Film and Television Production, Minor in Screenwriting; Cumulative GPA: 3.8

Board of Governors Scholarship, Dean's List - five semesters

SKILLS

- Adobe Creative Cloud (Premiere Pro, Lightroom, Photoshop, Bridge), Instagram, Sprout, TikTok, X, Microsoft Word 365 Productions (Word, Excel, Powerpoint), Canva
- Content Creation, Digital Marketing, Writing, Branding, Graphic Design