

Kelsey Hopper

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EDUCATION

Boston University College of Communication
Bachelor of Science in Journalism
Minor in Political Science

Boston, Mass.
Dec. 2014

WORK EXPERIENCE

Boston University Development and Alumni Relations

Coordinator of Alumni Networks

Boston, Mass.
March 2015- Present

- Coordinate communications and logistics of regional events including drafting website copy and emails
- Organize event details- registration pages, event mailings, event and gift reports, and event kits
- Manage internal processes related to regional events including tracking event numbers

Major League Baseball

Real-Time Correspondent

Boston, Mass.
April 2015- Sept. 2015

- Capture content for use on MLB and Red Sox official Facebook, Twitter, Instagram and other social media outlets
- Build compelling storylines and develop content that communicates the essence of the ballpark, while encouraging fan engagement

America's Test Kitchen

Social Media Freelancer

Boston, Mass.
Oct. 2015- Dec. 2015
Sept. 2014- Dec. 2014

Web Editorial Intern

- Assist with maintenance of relationship with bloggers reviewing cookbooks and those participating in the Blogger Affiliate Program
- Wrote content for Blogger Affiliate Program Newsletter and America's Test Kitchen blog, The Feed
- Wrote, produced and planned daily online presence for America's Test Kitchen, Cook's Illustrated Magazine and Cook's County while engaging with America's Test Kitchen's online community
- Created and developed internship project that featured profiles of various America's Test Kitchen employees

Ham&High Broadway and Wood&Vale

Editorial Intern

London, UK
Feb. 2014- April 2014

- Wrote weekly stories for the Ham&High Broadway and Wood&Vale, weekly North London community newspapers
- Covered a variety of beats including arts and entertainment, housing, transportation, and business
- Interviewed, investigated stories, built contacts and met weekly deadlines

The Day

Washington D.C. Reporter

Washington D.C.
Sept. 2013- Dec. 2013

- Filed weekly stories for New London newspaper with a 100,000 daily circulation
- Covered Congress and United States government and politics, focusing on Connecticut delegation, through daily interactions on Capitol Hill
- Developed key contacts with Press Secretaries and arranged direct interviews with two Connecticut Senators in first month of reporting
- Maintained contact with editor in New London, Conn. office, filed remotely from Washington D.C.

Casa Couture (Boston-based startup company)

Public Relations and Marketing Intern

Boston, Mass.
Sept. 2012- Jan. 2013

- Organized social media calendar and contributed to social media outlets- Facebook, Twitter, Pinterest
- Created a Wordpress blog and wrote regular blog posts to promote brand and brand development

Hartford Magazine

Editorial Intern

Hartford, Conn.
May 2012- Aug. 2012

- Wrote articles for *Hartford Magazine* and CT1 Media special editions, assisted in copy editing and fact checking stories
- Researched for articles, made contacts with local businesses and organizations and conducted interviews