

from the desk of

# HOLLY KELSVEN

Cell 708.642.5118

Email [hollykelsven@gmail.com](mailto:hollykelsven@gmail.com)

URL <https://hollykelsven.wixsite.com/home>

Holly Kelsven is a marketing, development, and technology solutions consultant specializing in non-profit program management and small business marketing solutions.

## Skills

Writing  
Networking  
Public speaking  
Problem solving  
Media management  
Building relationships  
Content development  
Website management  
Verbal communication  
Planning & scheduling  
Written communication  
Social media management  
Event planning & execution

## Working Knowledge Applications

Adobe Acrobat  
Adobe Illustrator  
Adobe Photoshop  
Adobe Spark  
Airtable  
Constant Contact  
Facebook Business  
Google +  
Google Analytics  
Google Calendar  
Google Draw  
Google Drive  
Google Docs  
Google Jamboard  
Google Meet  
Google Slides  
GoToWebinar  
Hootsuite  
Instagram  
Mentimeter  
Microsoft Excel  
Microsoft Power Point  
Microsoft Word  
One Cause  
Squarespace  
Twitter  
Wix  
Wordpress  
YouTube  
Zoom

## Experience

### Consulting Program Manager, Homewood Science Center, 2019-current Marketing, Events, and Fundraising Coordinator, 2016-2019

[www.homewoodsciencecenter.org](http://www.homewoodsciencecenter.org)

- Engage stakeholders, form partnerships, and coach industry and education content experts while designing, advertising, and hosting 50+ events and online programs per year such as **Girls STEAM SUCCESS Club**, an online club giving female students an opportunity to connect with mentors in STEAM, set goals, build 21st century job skills, and explore science
- Spotlight On**, a free monthly webinar series engaging learners of all ages to interact with STEM experts from leading institutions like the University of Chicago and Museum of Science and Industry
- Chicago Southland STEM Network**, a platform connecting regional educators and industry leaders
- Coordinate registrations, evaluations, accommodations, work groups, marketing, and promotions for events
- Create and manage visual and written content for digital use, including website and social media platforms
- Design print materials such as program policies, annual reports, grant applications, and Girls STEAM SUCCESS Club's Goal Crusher Guide Book
- Develop donor relations and work with board of directors to secure individual and corporate sponsorships
- Manage content and technical applications for online fundraising campaigns

### Self-Employed, Marketing and Management Consultation, 2012-current

Self operated marketing solutions, specializing in digital content creation and management

Alt Group at NextHome Community Real Estate 2021 [www.altgroupiv.com](http://www.altgroupiv.com)

Del Mar Builders 2020-2021 [www.getdelmar.com/blog/](http://www.getdelmar.com/blog/)

Cliff Livingston's Good News Basketball 2017 [www.goodnewsbasketball53.com](http://www.goodnewsbasketball53.com)

Digital Third Coast Media, Yellowbrick 2012-2014 [www.yellowbrickprogram.com/blog/author/holly/](http://www.yellowbrickprogram.com/blog/author/holly/)

### Family Support and Mental Health Monitor, Chicago Commons Head Start, 2009-2012

- Coordinated Head Start services and training at early learning centers, ensuring Federal compliance
- Assisted with planning and execution of outreach events and regional forums
- Developed community partnerships and community resource directories
- Researched and created content for grant applications and reporting

## Education

### Bachelor of Arts, Psychology Applied / University of Illinois at Chicago

May 2008, Graduated Cum Laude with College Honors

## Conference Presentations & Awards

### Connected Learning Summit, Online Conference, 2021

"Inclusion, equity, and Girls STEAM SUCCESS Club"

### Northwestern University STEAM Summit, Chicago, 2019

"Girls STEAM Ahead: Interventions for underrepresented female students to strengthen their STEM identity"

### STEM Learning Ecosystems Community of Practice, Cleveland, 2019

"Leveraging Your Community Assets to Develop the Next Generation of Innovators"

### STEM Learning Ecosystems Community of Practice, New Orleans, 2019

"Promising Practices: Equity & Access in Family Engagement"

### STEM Learning Ecosystems Community of Practice, Newport Beach, 2018

"Partnerships with Purpose"

### Connected Learning Summit, Cambridge, 2018

Chicago Learning Exchange Travel Award Recipient

## Research

### Research Assistant, University of Southern California, 2017

Collected and reported data for an economic study on food spending habits of SNAP recipients

### Research Assistant, University of Illinois at Chicago, 2007-2008

Collected and interpreted data for social psychology study on teamwork

## Volunteer

**Girl Scout Troop 65522** Song Leader 2018

**Homewood School District 153 PTA** Parent volunteer, 2016-2019

**Homewood Science Center Advisory Board** Marketing and Outreach Committee 2016