

TRACY KELLER

Project Manager &
Creative Copywriter

tracykeller7@gmail.com

www.virose.net/tracykeller

270.314.3391

SUMMARY

Schooled in the art of communications, experienced in all segments of the industry and armed with a strategic and creative mind, I am a published copywriter with an advanced communication skill set. As a seasoned communications professional, I have experience in both project management and copy development writing for traditional and interactive mediums, including web, email, print, radio, social media and more.

EMPLOYMENT HISTORY

COPYWRITER

DBA TRACY KELLER 2010 - PRESENT

As a freelance writer, I partner with local, regional and national clients to develop creative communication solutions through purpose driven content designed for both traditional and interactive mediums. Freelance services include SEO writing, editorial writing, creative services and proofreading.

PROJECT MANAGER

NORTON HEALTHCARE 2014 - PRESENT

I work closely with internal department leaders and staff members to develop and implement creative communication strategies designed to improve organizational engagement and awareness. Tasks include copywriting, event planning, publication management, editing, brand journalism, video production and more.

SENIOR COPYWRITER

LEARNING HOUSE 2011 - 2014

Through a collaborative effort with team members, I create engaging content for partner schools that serves to build brand awareness and drive quality leads. I serve in both a traditional and interactive role producing copy for various marketing collateral, including web pages, blogs, emails, advertisements, social media and more.

PROJECT MANAGER & COPYWRITER

PROMOTER INC. 2007 - 2011

I worked closely with clients to conceptualize, develop and implement marketing and public relations strategies to build brand awareness and garner customer attention. Tasks included project management, public relations writing, interactive content development, graphic design, web maintenance, social media campaign development and more.

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EDUCATION

M.S. MASS COMMUNICATIONS & JOURNALISM

MURRAY STATE UNIVERSITY 2006 | 4.0 GPA

B.A. PUBLIC RELATIONS | MINOR IN ECONOMICS

EASTERN KENTUCKY UNIVERSITY 2001-2005 | 3.47 GPA

ACTIVITIES & HONORS

PARK NATURALIST & VOLUNTEER

OLMSTED PARKS CONSERVANCY 2007 - PRESENT

BOARD OF DIRECTORS

YOUNG PROFESSIONAL ASSOCIATION OF LOUISVILLE
(YPAL) 2009 - 2011

OUTSTANDING YOUNG PROFESSIONAL

YPAL 2009

REFERENCES AVAILABLE UPON REQUEST