

Kasey Abell

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EDUCATION

Saint Joseph's University

Bachelor of Science in Business Administration
Major in Marketing and Minor in Graphic Design

Philadelphia, PA

May 2025
GPA: 3.6

RELEVANT EXPERIENCE

Hawk Hill Productions

Vice President of Marketing/ Event Coordinator

Philadelphia, PA

Fall 2022-Present

- Foster a welcoming and enriching environment to unite students through events that promote community such as guest speakers and sports outings
- Create marketing campaign and strategies to reach maximum student engagement
- Develop business acumen, leadership, and professional networking through logistical marketing planning

Hawk Host Saint Joseph's University

Tour Guide

Philadelphia, PA

Spring 2023- Present

- Provide a warm and educational welcome for participants in open house and admitted students' days
- Guide prospective families through a 60-minute walking tour encapsulating Saint Joe's culture
- Facilitate questions and concerns surrounding student life, amenities, and the transition to college independence

Philadelphia Fashion Incubator

Student Marketing Intern

Philadelphia, PA

August- December 2023

- Lead creative direction for marketing campaign of a startup designer that culminate to a bi-weekly press release
- Designed merchandise for new product launches based on consumer engagement
- Managed social media presence to promote growth within the brand on both TikTok and Instagram

Accademia Costume & Moda

Social Media Intern/ Fashion Intensive Student

Rome, Italy

May-July 2023

- Captured program content to encourage interest from potential semester abroad participants
- Curated 10 diverse Instagram posts for both personal and program marketing reaching 10,000 active viewers
- Collaborated with accredited designers to learn the process of accessory design and produce custom bag
- Studied fashion branding as storytelling to forecast and analyze trends

Facetime Theatre

Social Media Intern/Performer

Phoenixville, PA

Summer 2018-2023

- Participated in a three-week intensive camp for campers ages 10-23 to put on a full musical
- Organized camper attendance, paperwork, and schedules to ensure efficiency and safety
- Promoted ticket sales, classes, and fundraising events through social media presence

ADDITIONAL EXPERIENCE

Childcare

Nanny

Phoenixville, PA

August 2018-Present

- Assist in afterschool and full-time care
- Expand on communication skills, problem solving techniques, and coping mechanisms
- Prepare family meals and follow routines to ensure continuity of care for children

City Belles

Co-President/Music Director

Philadelphia, PA

August 2021- August 2023

- Performed and lead in a 15 member all-female A Capella Group
- Managed members to effectively teach music as well as schedule meetings and performances weekly

Goldfish Swim School

Swim Instructor/ Lifeguard

Phoenixville, PA

August 2020- July 2021

- Demonstrated safe swimming techniques to help students advance at a fast pace
- Learned communication styles for both children and their parents to provide feedback and facilitate concerns

SKILLS

Proficient in Microsoft Word, Excel, PowerPoint, and Teams