

Abigail Kay Kalsto

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EDUCATION

University of Illinois at Urbana-Champaign

Bachelor of Science in Advertising | Double Minor Public Relations & Informatics

Champaign, IL | Graduation Date: May 2020

GPA: 3.5/4.0

EXPERIENCE

Center for Innovation in Teaching & Learning | Marketing & Communications Intern Champaign, IL | September 2018-Present

- Assist in the implementation of multiple marketing plans for clients of CITL at the University of Illinois at Urbana-Champaign
- Analyze Google AdWords data to optimize Search Engine Optimization for clients
- Conduct primary research to create alumni spotlights and feature stories for social media

Paragon Marketing Group | Gatorade Road Warrior

Skokie, IL | April 2018-November 2018

- Travel to Gatorade sponsored events around the US and serve as the Gatorade representative on site
- Manage a team of Brand Ambassadors to execute Gatorade promotions at youth sport championship events around the U.S

Chicago Blackhawks | Marketing Street Team

Chicago, IL | June 2017- September 2018

- Distribute marketing materials at various events such as game day, convention and NHL Draft for over 50,000 fans
- Provide customer service assistance to fans including execution of silent auctions, out-of-house marketing, etc.

Chicago Bears | Events and Entertainment Team

Chicago, IL | July 2017- December 2017

- Activation of sponsorship displays and hospitality areas on game day and during 2017 Training Camp for over 40,000 fans
- Execution of player autograph sessions, supervising family fan activities and other event services

Schaumburg Boomers Baseball Team | Creative Services Intern

Schaumburg, IL | May 2017- August 2017

- Created graphics for social media and in-game use on the jumbo-tron via Adobe Photoshop
- Attended various community relations events to establish the team as a prominent figure in the community
- Coordinated in-game promotions such as contests, on field activities, and giveaways

Fighting Illini Athletic Department | Marketing Street Team

Champaign, IL | January 2017-May 2018

- Assist with various marketing and promotions efforts at various varsity Fighting Illini Athletic events
- Provide customer service to a fan base of 40,000+

Illini Hockey Club

Champaign, IL | September 2016-August 2018

Broadcaster

- Post live in-game updates on Twitter and Facebook for 2,500+ Twitter and 2,800+ Facebook followers
- Moderate conversation and analyze home game intermission reports on WPGU 107.1 and YouTube Live for 600+ listeners

Marketing/Social Media Content Creator

- Create graphics for social media via Adobe Photoshop including lineups, post-game wrap ups, period updates, and more
- Establish a relationship with the Chicago Blackhawks for ticket promotions

Illini Media Company | Marketing Team

Champaign, IL | August 2017-September 2018

- Brainstorm marketing campaigns to be executed in radio ads on WPGU 107.1 and social media outlets
- Table for community businesses and pass out marketing materials to +40,000 student campus

LEADERSHIP

American Advertising Federation

Champaign, IL | September 2018- Present

Agency Executive Board | On the House Creative Agency | Account Coordinator

- Plan weekly meetings of 80-100 members with Creative Director and Vice President
- Finding new business and securing clients for Fall 2018, 12 clients confirmed as of September
- Manage a group of account managers who run each client team to ensure a smooth relationship with their clients and their teams

Illinois Business Consulting | Consultant

Champaign, IL | September 2018-Present

- One of 90 students admitted into a 15% acceptance rate of this fall's class after a behavioral and case interview
- Work with teams to develop high-level strategies to increase market share and revenue for our client
- Conduct in-depth interviews to develop consumer profiles for the introduction of a new product to the market

Sports Business Association | Vice President of Communications

Champaign, IL | September 2017-October 2018

- Created the organization's website: sbaininois.org on the platform Weebly
- Hosted United Center video posted on mode_of_transportation's YouTube channel that gained 1,000+ views on social media
- Direct member meetings of 100+ to create a community that allows for member growth and development

SKILLS

Google AdWords, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Hootsuite, Spanish, Weebly