



KELSEY BERGERON

MASS COMMUNICATIONS / PUBLIC RELATIONS / GRAPHIC DESIGN
985-688-3471 // kelseybergeronxo@gmail.com

SKILLS

Social Media Management
Graphic Design
Adobe InDesign
Adobe Photoshop CSS
Wordpress
Adobe Dreamweaver CC
Writing and editing
Accountable
Organized
CSS and HTML

EDUCATION

High School Diploma
Terrebonne High School, 2014
Houma, Louisiana

Bachelor's Degree
Nicholls State University, 2018
Thibodaux, Louisiana

REFERENCES

Kevin Stagno
Assistant GM, Walk On's Houma
Phone: 504-338-8765

Megan Holland
Heroic Family Management
Email: megan@heroic.family

Laure Kasovich
Writer, designer, and educator
Email: laure.kasovich@nicholls.edu

EXPERIENCE

MANAGING EDITOR - GARDE VOIR CI --THIBODAUX, LA
8/2018 to 12/2018

- Work with executive editor on issue topic planning
- Manage and implement magazine plan
- Oversee all editorial content and section editors and insure content quality and timeliness
- Create magazine editorial proposal

WALK ON'S BISTREAUX AND BAR -- Houma, LA
Server (Captain), 8/2015 to Present

- Train new servers and managers on guest service expectations, safety expectations, and restaurant protocols
- Ensure the optimal guest experience to every guest at Walk On's
- Answer customer inquires and resolve issues promptly
- Increase sales by properly up-selling items on the menu and communicating with guests effectively

METROPOLITAN NIGHT CLUB/AMPS EVENTS
New Orleans, LA -- Intern, 5/2017 to 12/2017

- Practice tour-related music promoting, grassroots marketing, and street team management
- Create ideas for promotional material, help with hospitality, and post social media coverage of events

BUKU MUSIC AND ARTS PROJECT -- New Orleans, LA
March 2018

- Manage dozens of authentic street performers, musicians, artists, interactive exhibits and other awe-inspiring "special moments," and help deliver them in the festival in an unscheduled "pop-up" fashion

VOODOO MUSIC + ARTS EXPERIENCE -- New Orleans, LA
October 2017

- Manage all bars, hire bartenders, and make sure everything is running smoothly with the bars and guests during the festival

BAYOU VEG FEST - PR CAMPAIGN -- Houma, LA

- Did research, wrote press release, created objectives, and completed campaign evaluation for the campaign