**Kelly Engram**

Kle22@txstate.edu

**EDUCATION**

**M.A. Mass Communications** (4.0 Cumulative GPA),2023

Texas State University, San Marcos, TX

Master's Professional Project: "Bohéme: Creating an Inclusive Fashion Brand Strategy"

**B.S. Digital Media Innovation, Minor in Psychology,** 2020

Texas State University, San Marcos, TX

**AWARDS AND SCHOLARSHIPS**

**Graduate Student of the Year** 2023

School of Journalism and Mass Communication, Texas State University, San Marcos, TX

**Circle of Achievement Outstanding Graduate Student Scholarship** 2023

College of Fine Arts and Communication, Texas State University, San Marcos, TX

**Documentary Award Nominee - BEA Festival of Media Arts** 2021

Broadcast Educators Association

**TEACHING EXPERIENCE**

**Assistant Professor of Instruction**, Texas State University Fall 2024 – Present

MC 4315. Web Design & Publishing

**Lecturer**, Texas State University Fall 2023 – Spring 2024

MC 4315. Web Design & Publishing

**Graduate Instructional Assistant**, Texas State University Fall 2022 – Spring 2023

MC 4315. Web Design & Publishing

**Graduate Assistant**, Texas State University Fall 2021 – Spring 2022

Graded, assisted students, and created presentations.

**Undergraduate Assistant**, Texas State University Spring 2020 – Fall 2020

Taught the lab portion of MC 4381. Fundamentals of Digital and Online Media

**PROFESSIONAL EXPERIENCE**

**Media Content Consultant**, San Marcos, Texas 2000 – Present

* Spearhead integrated strategic communications, utilizing digital, social, and traditional media to engage audiences.
* Design and execute digital and print content.
* Manage collaborative projects, notably the 2020 Subaru Love Promise Retailer of the Year Award.
* Execute and analyze digital marketing campaigns, including custom HTML/CSS coded email campaigns.
* Expertise in proprietary CRM/CMS platforms.
* Ensure compliance with advertising regulations and copyright laws.
* Partner with communication agencies to maintain message consistency and collaborate on community outreach initiatives.

**Creative Consultant**, *Medicating Normal* Documentary Film | Periscope Moving Pictures 2019 – 2021

* Collaborated as the media designer for *Medicating Normal*, an internationally recognized, award-winning documentary selected for multiple prestigious film festivals.
* Led the creation of all visual elements, including the film and production company logos, cohesive branding materials, and streaming platform promotional materials.
* Designed a comprehensive suite of promotional assets, ensuring consistency across diverse media formats.

**Media Coordinator**, Automotive Advertisers & Marketing, Inc., Austin, Texas 1998 – 2000

* Developed media plans, coordinated graphic design efforts with a team of artists, and maintained brand consistency.
* Oversaw pre-press production, press checks, and managed relations with media outlets including newspapers, TV, and radio stations.
* Produced broadcast and print media schedules.

**Assistant Marketing Manager**, Prof. Food Services Management, San Marcos, Texas 1994 – 1997

* Managed marketing campaigns for a national foodservice company serving higher education.
* Offered graphic design support to various corporate departments and managed on-campus dining student publication efforts for 260 college campuses.
* Mentored a high-performing team, emphasizing development and success.
* Implemented a comprehensive policies and procedures manual.

**CERTIFICATIONS & TRAINING**

Google Analytics for Beginners and Google Project Management

Hootsuite Platform & Social Marketing

HubSpot Content Marketing and Social Media Management

Facebook Blueprint – 12 Awards

Twitter Flight School

Nextdoor Inclusivity Moderator

GATO/CALICO Content Management System

**COMPUTER/TECHNICAL SKILLS**

**Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Xd, Acrobat Pro, Lightroom, Premier Pro, Audition, Rush

**Microsoft Office Suite** Excel, Word, PowerPoint

**Apple iMovie, Figma, Slack, Canva, Proto.io**

**Web & digital:** HTML, CSS, Bootstrap, Javascript, WordPress, various proprietary content management systems & customer relationship management platforms

**PROFESSIONAL MEMBERSHIPS**

The Honor Society of Phi Kappa Phi

Association for Education in Journalism and Mass Communication (AEJMC)

American Institute of Graphic Arts (AIGA)

**COMMITTEES**

Member, University Copyright Advisory Committee (2024 – 2027)