

# Kellye McGrew

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## WORK EXPERIENCE

### **Founder/Fashion Designer/E-commerce Content Curator**

Real Extraordinary LLC - Youngsville, NC

(Jan 2020 – Present)

(Currently Re-branding)

- Built and scaled a fashion/e-commerce brand, achieving \$3,000+ in sales within first year and boosting traffic by 30% through targeted Meta ads.
- Applied project management and event planning skills to product launches, coordinating vendors and production schedules.
- Negotiated with suppliers and oversaw coordination from concept to delivery, improving efficiency and customer satisfaction.
- Achieved over 10k impressions and 250 clicks with a single ad, resulting in a 3.53% click-through rate increasing Pinterest engagement by 160% post-launch.
- Designer on all graphics, marketing material/campaigns, and advertisements.

### **Event Coordinator**

PCI Productions LLC – Remote

(Sept 2021 - Oct 2024)

- Coordinated 7 multi-campus events for the U.S. Department of Defense's Taking the Pentagon to the People Program Event, engaging thousands of students and faculty both virtually and in-person at Minority Serving Institutions across the nation.
- Led meticulous planning and execution for the U.S. Department of Defense's TTPTTP program, ensuring all contractual elements were fulfilled.
- Managed all administrative documentation, meetings, and planning to enhance organizational efficiency and compliance with a team.
- Facilitated communication and logistical coordination with MSIs and DoD participants to ensure smooth operations and participant satisfaction.
- Assisted in selecting and preparing speakers, tailoring content to strategic objectives and audience needs.
- Ensured compliance with federal contracts while executing seamless virtual and in-person coordination, praised for on-time delivery and cost efficiency.
- Strengthened stakeholder relationships by coordinating between DoD directors, recruiters, and university leadership.
- Enhanced program impact by preparing and coaching speakers to tailor messaging, driving audience engagement.

### **Magazine Intern & Content Curator/ Marketing Coordinator**

A-List Models and Talent - Raleigh, NC

(May 2020 - Feb 2021)

- Curated 5 pitch decks for two e-commerce platforms
- Designed digital graphics for Facebook accounts with 2k+ followers.
- Co-managed virtual fashion show production, ensuring smooth execution
- Captured background photos of fashion show production using a Nikon D5600.

### **Graphic Designer/Editorial Publisher**

Living Arts College - Raleigh, NC

(Sept 2019 - April 2020)

- Designed editorial and graphic publishing of the college, following the College and Department policies, under the general direction of the College President.
- Coordinated with cross-functional teams to ensure cohesive branding and alignment with college standards.
- Managed multiple projects simultaneously, adhering to strict deadlines and maintaining high-quality standards.
- Utilized Adobe Creative Suite and other design software to produce visually appealing and effective marketing materials for digital and print.
- Developed and implemented innovative design concepts that enhanced the college's visual identity and engagement with its audience.

## EDUCATION & PROFESSIONAL CERTIFICATES

Generative AI for Marketing Professional Certificate by the American Marketing Association

**American Marketing Association** - LinkedIn Online Learning (Feb 2026)

Certificate in Interactive Media/Graphic Design

**Living Arts College** - Raleigh, NC (Sept 2017 - Sept 2018)

Bachelor of Arts in Communication in Mass Media and Visual Arts

**Pace University** - Pleasantville, NY (Sept 2012 - May 2014)

Associate of Science in Digital Filmmaking

**Herkimer County Community College** - Herkimer, NY (Sept 2010 - May 2012)

## CORE COMPETENCIES

**Event and Project Management:** Event Coordination, Corporate Event Planning, Project Coordination, Vendor Management, Stakeholder Management, CVENT, Monday.com

**Marketing and Content:** Brand Strategy, Content Marketing, Content Writing (AP Style), Email Marketing, Digital Marketing, SEO, Social Media Strategy, Generative AI for Marketing

**Design and Creative:** Graphic Design, Creative Direction, Adobe Creative Suite, Canva, Photography

**Tools:** Microsoft PowerPoint, Microsoft Excel, Google Workspace

**Leadership:** Cross-Functional Collaboration, Workflow Optimization, Team Management (10+ Years)

## PUBLICATIONS

### **Westchester Magazine Intern - Art & Styling Assistance (2014)**

*Spring Fashion 2014: The Hottest Looks*

Article link: [The Hottest Looks](#)

### **Westchester Magazine Intern - Author of the Valentines Day Guide (2014)**

*Our 8 Favorite Valentine's Day Dinner*

*Options to Make for a Memorable Night*

Article link: [Valentines Day Guide](#)