

# KELSEY TAGUBA

VISIT: [kelseytaguba.com](http://kelseytaguba.com) EMAIL: [kelsey.taguba@gmail.com](mailto:kelsey.taguba@gmail.com)  
LINKEDIN : [linkedin.com/in/kelseytaguba](https://www.linkedin.com/in/kelseytaguba)  
PHONE: 808-386-6612

## SUMMARY:

Kelsey initially achieved great insight into the power of communications and public relations while working for a nonprofit animal welfare organization. Kelsey has demonstrated exceptional resilience and autonomy with an aptitude for adapting to new concepts. Kelsey's solutions-based approaches have been evidenced by her experience orchestrating a team, mastering programs while remote, and owning special projects.

## EDUCATION:

B.S. Communications (2021)

Public Relations, Advocacy & Persuasion *Old Dominion University – Norfolk, VA* Relevant Coursework:

- Public Relations & Crisis Communications
- Media Marketing & Promotion
- Persuasion in Communication
- Communications in the Digital Age

## STRENGTHS:

- Advocacy & Outreach
- Public Relations Planning
- Organic Social Media Campaigns

## ENGAGEMENTS:

Volunteer

*Charlottesville-Albemarle SPCA*  
2019 – 2021

Veterinary Assistant

*Animal Medical Center of Charlottesville – Charlottesville, VA*  
2019 – 2021

## RELEVANT EXPERIENCE:

Manager, Communications & Public Affairs

*Global Strategy Group – Washington, D.C.*

*August 2021 – Present*

- **Project Management:** Organized and ensured movement of complicated projects with various stakeholders, including creating internal communications systems and reporting.
- **Content Creation:** Developed and executed content strategies for digital and print platforms; created engaging and persuasive written content, including articles, blog posts, and social media posts.
- **Media Relations:** Cultivated relationships with key media contacts to secure positive press coverage; drafted and distributed press releases, media pitches, and media kits.
- **Crisis Communications:** Developed crisis communication plans and protocols to effectively manage and mitigate reputation risks; collaborated with cross-functional teams to provide consistent messaging during crises.
- **Stakeholder Engagement:** Built and maintained relationships with key stakeholders, including clients, partners, industry influencers; coordinated and facilitated stakeholder meetings, presentations, and events; acted as liaison between the organization and external stakeholders to address concerns and promote positive relationships.
- **Event Planning:** Planned, coordinated, and executed successful public relations and promotional events.
- **Team Mentorship:** Provided guidance and mentorship to junior team members.

Programs Intern

*Center for Nonprofit Excellence – Charlottesville, VA*

*June 2020 – August 2020*

- Planned and built a Diversity, Equity, and Inclusion internal resource guide with 50 thoroughly assessed sources.
- Overhauled the 2020 Media Guide, an extensive catalog of media contacts distributed to nonprofit members of the organization.
- Drove attendance of trainings and workshops through email marketing via MailChimp.
- Managed the organization's website with WordPress and created graphics with Canva.
- Analyzed membership survey data and conducted Q4 program reports for efficacy.
- Networked with business and nonprofit professionals through the organization's member workshops and trainings.

Lead Adoption Counselor

*Virginia Beach SPCA – Virginia Beach, VA*

*April 2016 – February 2019*

- Led the Pet Supplies & Adoption Center as the Assistant Manager.
- Trained, scheduled, and directed a team of over 15 volunteers and three staff members in animal handling, adoption counseling and the cross-selling of retail products.
- Represented the Pet Supplies & Adoption Center location at 10 key SPCA fundraising events.