

# KELLEY PINION

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## EXPERIENCE

### Adjunct Assistant Professor of IMC, University of Mississippi, 2023–Present

- Instruct students on multi-media writing techniques for news, public relations, and marketing in IMC 205 Writing for Integrated Marketing Communication

### Marketing and Design Freelance/Part-time Projects, 2023–Present

- Provide marketing and design services, including strategy, graphic design, social media, multi-media writing, video, trade show planning, and website design and management, to clients in healthcare, software development, real estate, and economic development

### VP Marketing and Communications, Ironwood, 2017–2023

- Developed and implemented marketing, communication, and creative strategies, collaborating with executive leadership and cross-functional teams
- Created multi-media content across digital and print channels, including websites, email, social media, video, and advertising
- Developed talent recruitment and employee engagement programs
- Led internal communications, increasing awareness of company values and strategies through digital newsletters, emails, presentations, and company-wide events
- Designed eight company websites, writing and updating content and managing SEO

### Communications Specialist, University of Mississippi, 2014–2017

- Wrote multi-channel content, including feature stories, blogs, and press releases
- Led “hometown news” efforts showcasing student achievements on a national level
- Created and managed content for the University Events and Commencement websites
- Served as communication lead for RebelWell employee wellness initiative
- Oversaw projects for campus clients, collaborating with cross-functional teams
- Member of Mississippi Institutes of Higher Learning Communicators Committee

### Internal Communications & Special Events Coordinator, FNC, Inc., 2011–2014

- Led internal communications for 300+ employees, producing a weekly digital newsletter, managing and updating intranet news, and planning company-wide events
- Initiated an internship program and developed a corporate culture recruitment strategy
- Organized annual client conferences and other national-level client events
- Created original trade show exhibits and managed logistics
- Chaired corporate United Way campaign, achieving a 30% increase in giving

### Assistant Director of Marketing, Ford Center for the Performing Arts, 2007–2008

- Developed multi-channel marketing campaigns to promote Ford Center events
- Created content and managed production of season ticket brochures, event posters, direct mail, and other marketing materials
- Planned events for media, donors, and patrons to increase support for the Ford Center

### Executive Director, Oxford Tourism Council, 1999–2004

- Oversaw staff and budget, increasing city, state, grant, and sponsorship funding annually
- Reorganized the Double Decker Arts Festival, increasing funding and attendance
- Implemented campaigns and communication strategies to increase tourism revenue
- Created content and managed production of multi-channel marketing assets
- Collaborated with community partners to create events to enhance tourism, including the Oxford Film Festival, Summer Sunset Series, and UM Orientation
- Mississippi Tourism Association and Travel and Tourism Research Board of Directors

## EDUCATION

Master of Science

Integrated Marketing Communication  
University of Mississippi  
May 2023, 4.0 GPA

Bachelor of Business Administration  
Marketing  
Mississippi State University

## SKILLS & CERTIFICATIONS

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

Adobe Creative Suite  
*InDesign, Illustrator, Photoshop, Premiere Pro*

WordPress Website Design

IRIS and Salesforce CRM

Social Media  
*LinkedIn, Facebook, Instagram,  
Twitter, TikTok, YouTube*

Google Analytics IQ Certification

Media Framing & Ethics Certification  
*The Page Center*

## ORGANIZATIONS

United Way Former Board Member  
*Communications, Events, and  
Local Business Campaign Committees*

Oxford-Lafayette  
County Chamber of Commerce  
*Former Board Member*

Leadership Lafayette  
*Graduate 1999  
Co-Chair 2000 & 2003*

Economic Development Foundation  
*Former Board Member*

University of Mississippi  
Parks & Recreation Management  
*Former Advisory Board Member*

Public Relations Association of MS  
*Former Executive Committee Member*

American Heart Association  
*Former Art for Heart Co-Chair*

Kappa Delta Alumnae Advisory Board  
*Former Public Relations Advisor*