



# KELLY MARIE BURTON

## PROFESSIONAL EXPERIENCE

### National Parks Conservation Association

Washington, D.C.

*Senior Coordinator, Foundation Relations*

May 2017 – Present

- Research grant prospects for the upcoming fiscal year
- Assist with writing and editing grant proposals and reports
- Manage grants under \$10,000, serving as point person for regional offices applying for smaller grants

### Freelance Writer

June 2016 - July 2017

- Authored optimized content and blog posts for marketing agencies, online retailers, real estate groups and online magazines

### Hill+Knowlton Strategies

Tallahassee, FL

*Assistant Account Executive*

August 2014 – April 2016

- Developed press materials, media advisories, press releases, media kits and op-eds
- Conducted media relations, pitching stories to statewide media, distributing releases and advisories, placing op-eds and guest columns, arranging editorial board meetings, and building relationships with key reporters
- Coordinated press conferences, media tours, briefings and legislative outreach events
- Researched for corporate executive and brand positioning efforts

### Florida Department of Children and Families

Tallahassee, FL

*Communications Intern*

May 2014 – August 2014

- Wrote and edited press releases, articles and department blog posts
- Assisted with media relations and social media marketing efforts on water safety and hot car campaigns that received attention throughout the Southeast
- Tracked DCF weekly social media reach on Facebook and Twitter

### FSU Wesley Foundation

Tallahassee, FL

*Community Outreach Coordinator*

August 2013 – May 2014

- Planned and implemented weekly creative outreach events to promote the FSU Wesley Foundation and its major events to undergraduate students
- Oversaw promotional efforts for the largest Annual Back to School BBQ with over 900 attendees
- Assisted with planning, promotion and execution of weekly, monthly and yearly events for between 150 and 1,000 students

## EDUCATION

### Georgetown University

Washington, DC

December 2020

### *Master of Professional Studies*

Public Relations &

Corporate Communication

### Florida State University

Tallahassee, FL

May 2013

### *Bachelor of Arts*

Editing, Writing & Media

Minor in Communications

## SKILLS

Adobe InDesign

Adobe Photoshop

Wordpress

Microsoft Office

AP Style

SEO

## CONTACT

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