

KELSEY ZAFIAN

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Education

Spring 2018

University of Oregon

School of Journalism and Communication

B.A. in Journalism: Advertising

Spanish minor

Fall 2016

Charles University

Studying communications, new media,

and journalism in Prague, Czech Republic

Experience

Jan. 2021-Present

Lupine Creative
Los Angeles, CA

Brand Manager / Copywriter

Owned and managed project timelines, communications, and copy for clients like HBO Max, Teva, Spotify, FX, LG, and more. Creatively contributed to and wrote new business pitches.

June 2018 -May 2020

Field Scout
Portland, OR

Marketing Coordinator

Assisted in producing events and series for brands like Subaru, Chaco, and Hydro Flask. Assisted in client relations for Subaru.

Sept. 2017-June 2018

Upstream Advertising
Eugene, OR

Media Planner

Researched and executed the most effective media placements and timing to best convey our campaign for Ocean Spray.

Sept. 2016-Dec. 2016

Prague Shakespeare Company
Prague, Czech Republic

Marketing Intern.

Collaborated with other interns to design a magazine highlighting the past year's shows and events. Helped to promote specific shows.

June 2016-Sept. 2016

TEEM Ad Agency
Boulder, CO

Intern

Wrote and published blog posts for company website. Helped with day to day tasks in and around the office.

Achievements

Shorty Awards Shortlist

The One Show Shortlist

Silver Clio Winner

Winner at Unexpected UCB Improv Competition

Skills

Proficient in:

Writing good and things

Project Management

Client Relations

Creative Ideation

Being Funny (sometimes)

Decent in:

Asana

Tennis

Spanish

Learning:

Better Spanish

To Fly (but I ain't got wings)