



## PROFILE

My access online connection is inherent as a digital native - for me, digital work is unavoidable so after years of work professionally in experiential marketing, I've managed to take skills digital, creating online campaigns and more - after trial and error, ultimately much success, I have become an ideal digital relations producer.

# BRIAN KELLY

Combined Social Media Following:  
@OfficialBrianKelly / @Ticket2Events-13k

DIGITAL RELATIONS & EVENTS PRODUCER

## MY WORK EXPERIENCE INCLUDES

- 516 - 639 - 3651
- brian.john313@gmail.com
- www.ticket2events.com

## EDUCATION

- 01 BACHELORS OF ARTS  
PR & ADVERTISING  
LYNN UNIVERSITY  
CLASS OF 2012
- 02 SERVESAFE  
2019

## REFERENCE

NICOLE SBARRA GRIMES  
PRODUCT DEV. TEAM - FACEBOOK

P : AVAILABLE UPON REQUEST  
M : nicole

Kathleen Hurley  
Content Creator/Blogger- LetsBe MomFriends

### 01 ONLINE CONTENT CREATOR

Tasked to identify trends in various industries & then develop campaigns and programming for various platforms including social media & e-mail. Campaigns were made via original content and used to organically grow brands while simultaneously building an overall image.

### 02 EXPERIENTIAL EVENTS PRODUCER

Creating a place for influencers + celebrities alike generated coverage while providing an organic space to create event media placements - I was at the helm of a over 2 billion media impressions. I've helped to bridge the gap so that those who viewed the content would connect with the brands and ultimately drive sales higher than anticipated.

Event Planning + Production includes but is not limited #HIB2018 + #HIB2019 #HotintheHamptons #JZLuxLunch #50ShadesofBloggng #ticket2events & more!

### 03 INFLUENCER RELATIONS + PARTNERSHIPS

Negotiated over 1 million dollars in partnership programs for various companies to influencers - initiated and ran photoshoots / video shoots - produced and edited multiple vlogs / static posts - maximized results utilizing key concepts learned though various years of on site training.

Procured Partner, media and talent relations includes but is not limited to La Croix Sparkling Water, Art Basel Miami, Flaviana Matatta, Bravo TV, E! News, OK! Magazine, LetsBeMomFriends & More!

## PERSONAL SKILLS

- Leadership
- Teamwork
- Motivation
- Creativity

## TECHNICAL SKILLS

- Adobe Photoshop
- Corel Draw
- After Effect
- Adobe Illustrator

## PROFESSIONAL SKILLS

- PR + Marketing
- Event Production
- Graphic Design
- Branding Design
- + More