

# Kelsey Williams

CREATIVE COPYWRITER

## CONTACT ME

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## PORTFOLIO

[www.kelseywriteswords.com](http://www.kelseywriteswords.com)

## EDUCATION

### Chicago Portfolio School - 2022

#### COPYWRITING

- Advertising
- Social Strategy
- Adobe Suite
- Graphic Design Basics
- Brief Writing
- Topic Research

## HIGHLIGHTED SKILLS

- Excellent communication and presentation skills
- Micro influencer with over 16k followers on TikTok
- Exceptional time management and multitasking
- Can communicate complex ideas clearly
- Strong partnering, networking and relationship skills

## PROFESSIONAL REFERENCES

### Nick Klahs

**Manager-** La Colombe  
(847) 337-6373

### Luis Aguilar

**Manager-** Lettuce Entertain You Enterprises  
(773) 524-0452

### Kim Marsh

**COO-** Ezza Nails  
(303) 475-7991

### Heidi Moorman-Coudal

**Owner-** Big Delicious Planet  
(312) 343-0157

## WORK HISTORY

With over a decade of experience managing in the service industry and a year+ on the ground floor at a startup, I've learned how to exceed expectations with limited resources/time, adapt quickly, and how to make people feel heard. All of my roles have required me to think on my feet and to get comfortable with being uncomfortable.

Here you will find a condensed version of my work history, highlighting only the skills that I believe have helped me as a creative, because who really needs to read about the 70 hours a week I used to spend running the floor and building cohesive schedules for 10 different departments across multiple units? Not you, dear reader.

### Barista

**LA COLOMBE 11/2021- CURRENT**

- Collaborate with team to work efficiently during high volume periods
- Resolve customer conflict and deescalate when needed
- Maintain an extensive bank of product knowledge
- Connect with hundreds of customers in a meaningful way on a daily basis

### Manager

**BALLYHOO HOSPITALITY-GEMINI 3/2021-11/2021**

- Responsible for driving long-term customer loyalty
- Assisted marketing team with social media content and promotional materials
- Created onboarding materials for all 6 FOH roles
- Reported weekly with challenges, insights, and areas of growth
- Conducted daily team meetings to ensure operational efficiency
- Launched a brunch program resulting in a weekly increase of \$20k in sales
- Painted the specials board every weekend

### Manager of People and Operations

**EZZA 4/2019-9/2020**

- Assisted in content creation for social media and marketing strategy
- Worked alongside the founder to generate potential leads and investors
- Responsible for driving customer retention
- Nurtured strategic partnerships with like-minded companies
- Served as an ambassador at fundraisers and networking events
- Met or exceeded company-set sales goals
- Maintained a 0% employee turnover rate through coaching and development
- Managed data collection and evaluated progress toward company set KPIs

### Manager & Coffee Bar Specialist

**LEYE-BEATRIX RN 9/2017-3/2019**

- Managed, mediated, and resolved customer relations issues
- Launched coffee bar promotions in a timely manner using limited resources
- Respond to guest emails and phone calls using on brand language
- Created business forecasts to adjust product and staffing levels
- Handled all guest service issues with empathy
- Led talent acquisition efforts, from requisition to onboarding
- Worked with PASE team to execute private events and catering orders

### Canteen Manager & Barista

**BIG DELICIOUS PLANET 7/2014-8/2017**

- Coordinated with and assisted event planners at off site events
- Responsible for updating social media daily with specials and upcoming events
- Created and promoted specialty coffee beverages using trending ingredients
- Interviewed and trained canteen staff
- Managed vendor partnerships, leading towards more competitive pricing
- Maintained knowledge on industry trends and made product recommendations