

KAELIN ALONS

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EDUCATION

Bachelor of Arts | **Public Relations**

Northwestern College | Orange City, IA

Expected: May 2023

GPA: 3.9

- Concentration: Pre-Law
- Minors: Political Science, Psychology
- Peale Academic Scholarship
- Honor Roll: 2019-2020, 2020-2021

EXPERIENCE

MARKETING ASSISTANT | The Huizenga Law Firm, P.C. | Orange City, IA

June 2018 – Present

- Doubled firm's incoming revenue through marketing efforts on social media and in person
- Revitalized Huizenga Law's social media accounts: Facebook, Twitter, Pinterest, blog
- Tripled the size of our social media following through constant online communication
- Planned, designed and implemented advertisement campaigns and social events
- Managed seminar series in multiple towns across Northwest Iowa

SALES | Touch of Hope | Sheldon, IA

June 2017 – July 2019

- Sold merchandise at RiseFest, an annual Christian music festival
- Built and organized the business' merchandise stand for the festival every year

PIZZA CHEF | Pizza Ranch | Orange City, IA

2016 – 2018

- Greeted customers over the phone and took their orders
- Led shifts in the cooking department by supervising 3-4 employees

CAMPUS LEADERSHIP, HONORS & ACTIVITIES

Northwestern College | Orange City, IA

GOALKEEPER | Varsity Women's Soccer Team

2019 – Present

- Lead communications for the defensive line to prevent the other team from scoring
- Dedicate 10-20 hours/week to practice and player development while managing a full class load

FRANKEN FELLOW | Compass Center for Career & Calling

August 2021 – May 2022

- Meet one-on-one with college students to assist them in creating resumes, cover letters, and other professional documents
- Plan and host events to provide college peers with important career development resources

DISCIPLESHIP GROUP LEADER | Campus Ministry

August 2020 – May 2021

- Led a group of five women in a weekly Bible study
- Prepared materials with other discipleship group leaders so we could discuss the same topic

CHARITY COORDINATOR | COM230: Principles of Public Relations

August – December 2020

- Raised over \$70,000 in five days to pay off a school addition through a virtual fundraiser