

Kelsey Woods

Mobile: 312-723-3607

klwoods379@gmail.com

Chicago, IL | Wheaton, IL | Auburn, AL

LinkedIn Profile - www.linkedin.com/in/kelsey-woods-

Education

Auburn University, class of December 2026 - Auburn, AL | 2023-present

- Bachelor's Degree in Public Relations and Communications
 - Cumulative Undergraduate GPA: 3.89
 - Awarded:
 - College of Liberal Arts Dean's List, 2024 and 2025
-

Experiences

The Oaks Agency at Auburn University - Auburn, AL | January 2025-present

- Executive Director of Earned Media
 - Directing a team of 13 writers and managing their workflow while acting as the final approver for all earned media content to ensure quality and consistency.
 - Leading the creation of bi-monthly press releases to align messages with client goals while maintaining relationships with stakeholders to support media engagement.
 - Mentoring and training writers while providing feedback to elevate all writing quality and storytelling impact among social media and earned media channels.

J. Simpson Fitness - Auburn, AL | August 2025-present

- Assistant Coach
 - Motivating and coaching up to 90 clients weekly, driving measurable improvements in fitness levels, weight loss, and conditioning while fostering long-term client relationships.
 - Monitoring and assessing the health and performance of up to 12 clients simultaneously during 50-minute group fitness classes, ensuring safety and progress for everyone.
 - Designing customized workout routines and assessments tailored to diverse client needs, from beginners to advanced athletes.
-

Internships and Shadowing

Ice Shaker Inc. - Remote, Southlake, TX | December 2025 - present

- Communications Lead Intern
 - Managing real-time audience engagement across TikTok and Meta and responding to comments, tags and brand mentions to strengthen community relationships and brand presence.
 - Supporting online advertising initiatives in a remote role, using data-driven insights in order to improve engagement and campaign effectiveness.

ANA AIMM - New York City, NY, Toronto, CA, Miami, FL | July 2024 - November 2025

- 2024 & 2025 Member Forum Intern
 - Supported event setup and organization for the 2024 and 2025 Member Forums hosted by Paramount Advertising and Televisa Univision helping facilitate the gathering of hundreds of multicultural industry leaders and innovators.
 - Directed several breakout sessions with constant time monitoring to foster honest sharing environments and solution-building meetings over the two-day events.
- 2025 Media GrowthFronts Intern
 - Arranged over 110 booths for a two-day immersive event at the Glasshouse, optimizing layout and flow to enhance engagement and maximize impact for over 500 marketers and media buyers nationwide.
 - Coordinated and managed the timing of over 200 individual meetings between buyers and publishers to foster meaningful connections and identify new growth opportunities.

Improved Functions Physical Therapy - Oakbrook Terrace, IL | December 2023

- Physical Therapy Aide
 - Assisted patients with the use of therapeutic machines, including electrotherapy devices and soft equipment, to support customized rehabilitation and recovery for a diverse range of injuries.
 - Engaged with over ten different patients during hour-long therapy sessions to aid in exercise execution and promote recovery progress for different needs.

SMaRT Institute of Sports Medicine - Hinsdale, IL | December 2023

- Sports Medicine Clinical Aide
 - Observed and assisted in the use of ultrasound therapy equipment for muscle and tissue healing for several different patients' recovery journeys.
 - Researched and analyzed MRI scan and bone density scan results to help in understanding injury patterns and risk factors in order to develop treatment plans for several patients.
-