



Kasey Heath

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EDUCATION

Bachelor of Science,
Agricultural
Communications &
Journalism

Texas A&M University,
College Station, TX

Graduation: May 2018

GPA: 4.0

Minors: Agronomy,
Horticulture

Notables:

- Namibia Photojournalism and Cultural Pluralism Study Abroad (*Summer 2016*)
- College of Agriculture and Life Sciences Outstanding Junior (*2016-2017*)
- Agricultural Communications & Journalism Outstanding Student Award (2015-2017)

PORTFOLIO

<https://kaseyheath.weebly.com>

KEY SKILLS

- Written communication
- Photography
- Public speaking
- Social media

TECHNICAL ABILITIES



PROFESSIONAL EXPERIENCE

Texas A&M College of Veterinary Medicine Department of Communications, College Station, TX

Student Writer August 2017 – Present

- Conduct interviews, report on college current events
- Compose articles for CVM Today magazine, newsletters and press releases for Dean's Corner email subscribers

FLM Harvest, Minneapolis, MN

Communications Intern May 2017 – August 2017

- Created and edited marketing collateral and written content for clients, including product guides and releases, and for various media and platforms
- Collaborated with seven interns in developing a marketing plan to establish a national insurance company as a thought leader in agriculture insurance and financial planning
- Completed an individual capstone project proposing a communications strategy for an FLM Harvest client through in-depth client and industry research

Houston Livestock Show and Rodeo, Houston, TX

Communications and Marketing Intern March 2017, 2018

- Interviewed contestants of youth livestock shows, auctions, and contests
- Reported on RodeoHouston events and interviewed champions
- Published press releases, feature stories and daily newsletters for the Houston Livestock Show and Rodeo website, event exhibitors and media partners

Aggieland Prospective Student Center, College Station, TX

Admissions Representative May 2016 – May 2017

- Responded to admissions questions from prospective students in the call center and via e-mail
- Provided admissions presentations for prospective student groups of up to 80 individuals
- Managed appointment schedules for five admissions advisors and processed academic records

AgriLeader Magazine, College Station, TX

Student Writer September 2016 – December 2016

- Identified feature story topics, contacted and interviewed sources to develop a publishable story
- Sold \$300 in advertising space within the magazine's \$5,000 advertising plan
- Designed a layout for a two-page spread

SERVICE AND MEMBERSHIP: College of Agriculture and Life Sciences Student Council (Vice Pres. of Public Relations; 2016-2017, 2017-2018); Phi Kappa Phi Honor Society; ALEC Peer Advisor (2016-2018)