

# Kevin J. Phillips

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## EDUCATION & HONORS

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**Auburn University**, College of Liberal Arts

**GPA: 3.39/4.00**

*Major:* Public Relations

Expected Graduation: May 2017

*Minor:* Business

*Honors:* SEC Academic Honor Roll ('15/'16), Academic Top Tiger, NJCAA Academic All-American

## PROFESSIONAL EXPERIENCE

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**Auburn Athletics** | Auburn, AL

May 2016 – Aug. 2016; Jan. 2017 – Present

*Public Relations Analyst - Intern*

- Created and managed network traffic spreadsheets for Athletics management to utilize in marketing campaigns
- Researched and drafted fan guide articles which were distributed to over 10,000 Auburn Athletics fans
- Generated content for the Auburn Football review show, "Kicking it with Kevin"
- Produced social media analytics to report to Sports Information Directors

**Haiti Mission Trip** | Jacmel, Haiti

May 2013

*Student Volunteer*

- Conducted an orphanage ministry effort through Praying Pelican Missions serving over 85 local Haitians
- Participated in construction projects, tree planting, and the cleanup team with 25 other volunteers
- Served in the worship band as drum player and co-led the worship team

## LEADERSHIP & ACTIVITIES

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**Auburn University Football Team** | Auburn, AL

November 2015 – January 2017

*1<sup>st</sup> Team Punter*

- Developed time management capabilities; balanced 20+ hours per week of practice and training with academics and several other involvements
- Organized and implemented an ALI initiative called Connect; a program which sought to ease the transition for over 50 new athletes at Auburn University
- Designated as 2<sup>nd</sup> Team All-SEC Punter by Pro Football Focus

**Frank McEwen for SGA Treasurer** | Auburn, AL

December 2016 – February 2017

*Campaign Team*

- Coordinated design, painting, and distribution of 17 full size campaign billboards across campus
- Campaigned for the winning candidate and spent over 40 hours making candidate pitches and social media videos

**Meredith Thomley for Miss Auburn** | Auburn, AL

December 2015 – February 2016

*Campaign Team*

- Prepared supporters to personally connect with students by raising awareness of our candidate on campus
- Created marketing materials such as t-shirts, campaign billboards and flyers for distribution

**aTeam Ministries – Champions for Chemo** | Auburn, AL

June 2015/June 2016

*Student Volunteer*

- Spent time with pediatric cancer patients and families from around Alabama
- Visited and interacted with children who have completed chemotherapy

## SKILLS & INTERESTS

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- **Technical:** HTML Coding, FinalCutPro, Adobe Creative Cloud – Photoshop, InDesign, DreamWeaver
- **Interests:** Social media campaigning, intramural soccer, outdoor activities, photography and video editing