

Kellie Sanchez

Experienced Communications and Media Specialist

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SUMMARY OF SKILLS

- Communication strategy and messaging
- Media and stakeholder relations
- Project management
- Event management
- Multimedia content creation (video, photo, graphic design)
- Social media engagement and campaigns
- Analytics and performance tracking
- Proficient in Adobe Creative Suite, Canva, Microsoft Office suite, SharePoint, Asana, Slack

EDUCATION

Southern Methodist University

Master of Business Administration (In progress)

- Marketing major

Loyola University New Orleans

Bachelor of Arts in Mass Communication

- Journalism major

AWARDS & CERTIFICATES

- FAA Part 107 Drone License
- Muse Creative Award
- Edward R. Murrow Award

PROFESSIONAL EXPERIENCE

Senior Editor, Employee Media & Events

Mary Kay Global | Addison, Texas | July 2024 - July 2025

- Developed and executed internal communications strategies for a global audience, engaging a diverse employee audience.
- Supported leadership messaging by creating clear and consistent content across employee channels.
- Orchestrated events and campaigns, managing logistics, messaging, and content creation to enhance engagement.
- Partnered across teams to ensure alignment and clarity of communications, driving stakeholder understanding of business priorities.
- Analyzed event and campaign metrics to recommend improvements for future initiatives.

Photo & Video Creative

JCW Creative | Baton Rouge, La. | January 2023 - July 2024

- Created multimedia content that increased engagement on the client's web, social, and broadcast platforms.
- Shot and edited photo and video assets that helped clients boost their brand visibility and generate stronger customer interest
- Led pre-production meetings to align creative direction with brand goals, ensuring consistent messaging and high-quality deliverables.
- Interviewed clients and developed visual stories that enhance audience connection and reinforced brand identity.

Reporter & Anchor

Gray Television (NBC and CBS affiliates) | Panama City Beach, Fl. & Baton Rouge, La. | July 2019 - January 2023

- Produced clear, concise stories under tight deadlines for broadcast television, web, and social media channels.
- Coordinated logistics for live event coverage while maintaining accuracy and consistency.
- Built community and stakeholder relationships to enhance credibility and improve trust with diverse audiences.