

TYNIECE MCKELVEY

CONTACT

347-423-4294

tyniecemckelvey@aol.com

New York

PROFESSIONAL SKILLS

Brand Strategy Development
Internal Communications
PR Campaign Development
Storytelling
Healthcare Administration
Social Media and Influencer Strategy

SOFTWARE + RESOURCE PROFICIENCIES

EPIC Database
Microsoft Office
Google Drive
Canva
Wix
Mintel
WARC
Instagram
Facebook
Twitter

PERSONAL SKILLS

Reliable
Professional
Detail-oriented
Team player
Fast learner
Motivated
Optimistic
Proactive
Efficient

CAMPAIGNS

BAILEYS' DELICIOUSLY LIGHT

- Curated a multimedia campaign to assist Diageo with turning their new product, Bailey's Deliciously Light into a staple casual treat.



Results driven, highly skilled individual with experience and passion for public relations, social media and influencer strategy. My diverse professional background has allowed me to harness a resourceful perspective and a plethora of transferable skills.

PUBLIC RELATIONS/ADMINISTRATIVE EXPERIENCE

Ruder Finn 6/21-6/22

Assistant Account Executive

- Assist in the development of press releases, social media content, fact sheets, media monitoring, client correspondence etc.
- Conduct thorough research to support influencer strategy, curate specialized rolodex of influencers for various campaigns and milestones.
- Facilitate the medical, regulatory and legal review of content in preparation for publication.

Mount Sinai Health Systems 7/19-9/20

Patient Coordinator

- Enter and update patients' insurance/demographics in the practice management system.
- Answer phones, schedule appointments, and verify insurance coverage.
- Take detailed clinical phone messages for physician.

European Wax Center 7/18-7/19

Guest Service Associate

- Book guest's wax reservations, balance reservation book, and answer telephones.
- Guest check-in/check-out, sell and promote wax passes.
- Assist manager with inventory, in-store delivery notifications, marketing displays, and guest relations emails.

Global Contact Services (Access-A-Ride) 1/16-10/16

Customer Service Representative

- Schedule travel plans for new and existing customers.
- Provide vehicle information for AAR customers.
- Handle various customer inquiries and provide service information.

SALES EXPERIENCE

Victoria's Secret 1/18-6/18

Sales Support Generalist

- Drives store sales and growth by personally selling to customers.
- Converting returns, offers and other promotions into larger sales.
- Provide excellent customer service.

Ann Taylor's The Loft 3/17-10/17

Sales Associate

- Provide excellent client service through style sessions, product promotion, and client checkout.
- Promote and sell Loft credit cards, gift cards, and sales incentives.
- Greet customers and ascertain what each customer wants and needs.

EDUCATION

The City College of New York, CUNY

Master of Professional Studies

Public Relations

May 2021

York College, CUNY

Bachelor of Science

Marketing

December 2018