

Elise Heidrick

CONTACT

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RELEVANT EXPERIENCE

National Student Advertising Competition (2023, 2024, 2025)

- Developed comprehensive media and creative strategies for real-world clients (Indeed, Tide, AT&T)
- Conducted market, consumer, and behavioral research to shape strategies and achieve campaign objectives
- Learned skills in production (photography/videography), event planning
- Earned recognition for "Best Strategy" (2024), Earned 2nd place (2024), 3rd place (2023), and Best Plansbook (2025)

President, The Agency (2023 - Present)

- Led a 30+ member student-run advertising agency, overseeing creative, media, PR, and production teams
- Coordinated weekly meetings, managed member rosters, and project workflows to ensure deadlines and client goals were met
- Served as the primary liaison with faculty advisors, campus organizations, and industry partners

Student Intern for the Hearst Group, August 2023 - May 2025

- Conduct comprehensive research on HPV vaccine perceptions and behavioral change research while collaborating with students and professors to gather insights for a targeted campaign
- Develop media budgets and creative strategies to support campaign goals
- Execute tactical campaign elements such as event planning and outreach

Wedding Videographer, 2021 - 2022

- Capture and edit event footage to create personalized keepsake videos for clients.
- Managed client expectations and creative vision to deliver custom video content, demonstrating strong project management and client relations skills

Vice President of External Affairs, Kappa Alpha Theta Sorority (2025)

- Manage all chapter fundraising, merchandise, and marketing efforts, collaborating with appointed directors
- Ensure the sorority's positive public image through strategic branding and communication
- Serve on the Executive Team, providing leadership and oversight for the 275 member chapter
- Produced two recruitment videos annually, as Recruitment Entertainment Chair, using member-generated content to display sisterhood and community (2023, 2024, 2025)
 - Filmed, edited, and developed creative visions to align with the sorority's recruitment goals

EDUCATION

University of Kansas

Graduation: May of 2026, GPA: 3.98

Bachelor of Science in Journalism and Mass Communications with a concentration in Digital Marketing, Advertising, and Public Relations & Media Arts and Production; Business Minor

ACHIEVEMENTS

- Academic Honor Roll (6 Semesters)
- Certificate in basic Adobe Premiere Pro
- Scholarship
 - Roger N. Wooldridge Memorial
- KC Ad Club Scholar, Spring 2025

ACTIVITIES

- The Agency (President)
- Kappa Alpha Theta Sorority
- Lawrence Humane Society Volunteer

SKILLS

- Public Speaking
- Adobe Applications
- WordPress
- Google and Microsoft Office Suite
- CPR and First Aid Certified