

Elise Heidrick

CONTACT

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RELEVANT EXPERIENCE

National Student Advertising Competition (2023, 2024)

- Developed comprehensive media and creative strategies for real-world clients (Indeed, Tide)
- Conducted market, consumer, and behavioral research to shape strategies and achieve campaign objectives
- Presented campaigns to a judging panel as "Audience Experience and Production Manager" (2023) and "Co-Team Lead and Project Coordinator" (2024)
- Earned recognition for "Best Strategy" (2024), Earned 2nd place (2024) and 3rd place (2023)

Student Intern for the Hearst Group, August 2023 - Present

- Conduct comprehensive research on HPV vaccine perceptions, 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 with precision and attention to detail

Wedding Videographer, 2021 - 2022

- Capture and edit event footage to create personalized keepsake videos for clients.
- Communicated expectations, creative vision, and event details with clients to ensure satisfaction
- Demonstrated time management, creativity, and attention to detail during filming and editing processes

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

Recruitment Entertainment Chair, Kappa Alpha Theta Sorority (2023, 2024)

- Produced two recruitment videos annually, using member-generated content to display sisterhood and community
- Filmed, edited, and developed creative visions to align with the sorority's recruitment goals
- Demonstrated creativity, time management, and teamwork to deliver high-quality production

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 (5 Semesters)
- Certificate in basic Adobe Premiere Pro
- Scholarship
 - Roger N. Wooldridge Memorial

ACTIVITIES

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

SKILLS

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