

Elise Heidrick

eliseheidrickportfolio.com

Contact

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913 - 907 - 7127

Education

University of Kansas

Graduation: May of 2026, GPA: 3.98

Bachelor of Science in Journalism and Mass Communications

Concentrations in

- Digital Marketing, Advertising, and Public Relations
- Media Arts and Production
- Minor in Business

Achievements

- Academic Honor Roll (7 Semesters)
- Basic Certificate in Adobe Premiere Pro
- Roger N. Wooldridge Memorial Scholarship Recipient
- KC Ad Club Foundation Scholar

Activities

- The Agency (Current President)
- National Student Advertising Competition
- University of Kansas Ad Club
- Kappa Alpha Theta Sorority
- Lawrence Humane Society Volunteer

Skills

- Public Speaking & Presentations
- Podcast Hosting & Audio Content
- Leadership & Team Management
- Video Production & Filmmaking (Wedding, Commercial, Social)
- Adobe Creative Suite
- WordPress (Content Management)
- Google Workspace & Microsoft Office

Relevant Experience

National Student Advertising Competition (NSAC)

2023 - Present

- Developed integrated brand, creative, social, and media strategies for national clients (Indeed, Tide, AT&T)
- Team Lead and Presenter (2025, 2026); *Co-Team Lead and Presenter (2024); Production Assistant and Presenter (2023)*
- Conducted market, consumer, and behavioral research to inform positioning and campaign objectives
- Supported content production, campaign execution, Plansbooks execution, and presentation production
- Regional Awards: Best Plansbook (2025), Best Strategy (2024), 2nd Place (2024)

The Agency (Student-Run Advertising Agency), Current President

2023 - Present

- Lead a 30+ member agency across strategy, creative, media, PR, social media and production teams
- Host of *AdSpace*, The Agency's weekly podcast, contributing to editorial planning and content strategy
- Oversee project management, timelines, deliverables, and client communication, and track finances
- Communicate and present to faculty advisors, campus partners, and industry professionals

The Hearst Group, Student Intern

August 2023 – May 2025

- Conducted primary and secondary research on HPV vaccine perceptions and behavior change
- Assisted with media strategy, creative recommendations, budgeting, and campaign execution to increase awareness
- Presented campaign messaging to KU Masonic Center, KU Cancer Center, and KU Medical Center

Kappa Alpha Theta

Vice President of External Affairs (2025)

- Oversaw chapter fundraising, merchandise, and marketing initiatives
- Collaborated with appointed directors to maintain consistent branding and communication
- Served on the Executive Team providing leadership for a 300+ member chapter

Facility Management Director (2024)

- Overseeing day-to-day operations and facility needs for a 110-resident sorority house
- Communicated daily with House Staff and managed summer bathroom renovations, room assignments, and coordinated move-in and move-out logistics
- Developed strong skills in problem-solving, cross-functional communication, group management, and time management

Recruitment Entertainment Chair (2023-2025)

- Led recruitment and social video production from strategy through execution
- Final videos were showcased during formal recruitment and published on social platforms, generating 1.5K+ views