

# Kaley Patterson

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## EXPERIENCE

**Cameron University Office of Admissions**, Lawton, OK — *Graduate Admissions Counselor*

August 2018 - Present

Recruiter for the university's graduate programs in Business, Education and Psychology; attended graduate fairs and career fairs to reach prospective students; designed and developed content for view books, posters, fliers and brochures for the university's graduate programs; planned recruitment events; developed communication plans for prospective graduate students; served on the university's social media task force and website committee

**Lawton Fort Sill Chamber of Commerce**, Lawton, OK — *Communications Manager*

August 2017 - July 2018

Designed and developed content for the chamber's weekly newsletter; wrote media advisories and press releases; designed brochures, posters and handouts for various chamber events; oversaw production and kept inventory of multiple chamber publications; took photos and/or videos at/for chamber events; manned social media accounts for the chamber, the Lawton Fort Sill Convention and Visitors Bureau and the Lawton Proud movement; maintained and updated the chamber's website; assisted with office duties and greeted/helped guests

**The Lawton Constitution**, Lawton, OK — *Staff Writer*

March 2015 - August 2017

Lead reporter for the Styles and Religion sections, which required generating story ideas for each section, keeping calendars of events and reviewing topics with the City Editor once a week; maintained relationships with nonprofits, artistic organizations, local clubs and churches in the community and Southwest Oklahoma; wrote daily and weekly stories, reviewed theater productions and orchestra concerts, edited press releases to AP Style, took/edited photos, shared stories via social media; assisted with office duties and greeted/helped guests

## EDUCATION

**Cameron University**, Lawton, OK — Bachelor of Arts in Communication, 2015

**Frederick High School**, Frederick, OK — High School Diploma, 2011

## SKILLS

Adobe Creative Suite  
Microsoft Office  
Layout and Design  
Photography  
Familiar with AP Style  
Social Media Savvy  
Familiar with Apple Mac/PC

## ACTIVITIES/AWARDS

**Oklahoma NextGen Under 30, Media, 2016**

**Silver ADDY Recipient, Oklahoma American Advertising Awards, 2015**

**Lawton Community Theatre Board Member**

**Lawton Philharmonic Orchestra Board Member**

**580 Monthly Contributor**

**Staff Writer/Editor/Ad Manager, The Cameron University Collegian, 2013-15**

**Honorable Mention, Columns, 2015 Oklahoma Collegiate Media Association**

**Honorable Mention, Feature Writing, 2015 Oklahoma Collegiate Media Association**

**Outstanding Aggie of Tomorrow, 2015**

**Aggie Ambassador, 2012-15**