

# Bryce Kelso

Digital Marketing and Communications Specialist

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## EDUCATION

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**James Madison University, Harrisonburg, VA**

Graduation: May 2024

Bachelor of Business Administration: Marketing

**Virginia Peninsula Community College, Williamsburg, VA**

Graduation: July 2022

Associate of Science: Business Administration

## EXPERIENCE AND LEADERSHIP

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**Project Manager — Nu Media, New York, NY**

April 2025 - Present

- Managed and scaled multi-platform social accounts totaling 300K+ followers, driving 30K+ monthly engagements through data-informed strategy while leveraging TikTok and Meta Ads Manager, and Google Ads to optimize performance and audience growth.
- Led integrated marketing campaigns, aligning digital promotions with in-store initiatives.
- Executed high-impact collaborations with media and entertainment partners, directing shoots and producing short-form photo and video content.

**Social Media Coordinator — Brand New Animals Agency, New York, NY**

December 2024 - April 2025

- Directed end-to-end social content planning for hospitality and beauty brands, producing cohesive monthly campaigns across graphics and video.
- Led content production and cross-functional collaboration to support promotions, partnerships, and revenue-driving initiatives.
- Strengthened client relationships through clear communication, performance reporting, and strategic optimization.

**Photographer — Scratchpad, Harrisonburg, VA**

August 2023 - May 2024

- Collaborated within a cross-functional creative team to develop and execute a comprehensive yearlong marketing campaign for competition, applying in-depth market research and consumer analysis to inform strategic positioning and campaign design.
- Produced professional product and event photography to enhance campaign mockups and social media assets, translating strategic concepts into compelling visual content and formal presentations.

**Co-Founder and Social Media Manager — JMUFits, Harrisonburg, VA**

November 2022 - May 2024

- Co-founded and scaled a fashion-focused Instagram brand spotlighting JMU's campus style culture, growing the account to 3K followers within its first year.
- Developed and executed a consistent content strategy, planning weekly posts and interactive stories to drive awareness and engagement.
- Spearheaded team recruitment and collaboration to amplify content output and reinforce a unified, impactful brand identity.

## SKILLS

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- Hard Skills: Microsoft Suite, Google Analytics, Google Ads, Meta Ads, TikTok Ads, CapCut, Photoshop, Illustrator, Lightroom, and Canva.
- Soft Skills: Communication, Time Management, Organization, and Team Facilitation.