

MEARA KELLEHER

[M e e r - u h K e l l - e h - h e r]

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Advertising professional consistently recognized by peers and colleagues as creative, tenacious, and passionate about the field of advertising. Zealous about leveraging both creative and analytical components to create successful campaigns and marketing decisions. Constantly learning and expanding skillset to widen knowledge and better prepare for future opportunities. Creative portfolio containing variety of content and work can be viewed at MearaKelleher.com.

EDUCATION

Bachelor of Art in Advertising / May 2024, GPA 3.5/4.0

Texas Tech University, Lubbock, TX

Texas Tech University Dean's List (Spring & Fall 2022, Fall 2023), National Student Advertising Competition Regionals Third Place (2021), Texas Tech University President's List (Fall 2021)

WORK EXPERIENCE

Art Dealer & Gallery Director / Bentley Arrow, Lubbock, TX

01/2023 - Present

Specialized in selecting and organizing rotating art and antique investment pieces on gallery floor. Advised clients in art selection process and provided knowledge on art trends for the wide collection of pieces.

Creative Content Production Intern / Body Studio, Lubbock, TX

01/2023- 06/2023

Created a brand image for local business that included new logo, brand guideline book, and social media plan, exclusively using Adobe Creative Suite. Worked independently to create direct photo content for multi-platform use to complement new brand image.

Style Consultant / Super Target, Flower Mound

08/2018 - 01/2021

Worked with Style team to maintain standards within the department while also prioritizing guest satisfaction throughout entire store. Was a trainer for new hires and educated them on Target's company culture as well the the standards of guest experience at the store level.

EXTRACURRICULAR EXPERIENCE

Bullet Advertising Team Member / Texas Tech Bullet Ad Team, Lubbock

08/2020 - 06/2021

Selected out of over 200 applicants to work with Tinder executives on a brand love campaign at the National Student Advertising Competition. Worked on both the Media and Promotional teams to aid in creative decisions when curating the campaign. Final brand book can be viewed at MearaKelleher.com

Rotary Youth Exchange Student / Rovasenda, Italy

06/2019 - 08/2019

Was chosen to represent the Flower Mound Rotary Club as an exchange student in the small village of Rovasenda, Italy. Fully immersed into the culture and studied the differences between youth living in small European cities as compared to the United States.

Texas Tech Delta Delta Delta / Phi Eta Chapter of Tri Delta - Videographer, Public Relations Committee

Texas Tech Advertising Federation Member / Lubbock, TX - Member

SKILLS

Adobe Creative Suite · Media Writing · Microsoft Office · Social Media Marketing Analytics