

# KELLY SCHIKOWSKI

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[kellyschikowski@gmail.com](mailto:kellyschikowski@gmail.com) | (330) 814-3334 | [LinkedIn](#) | [Portfolio](#)

## WORK EXPERIENCE

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### ROCK & ROLL HALL OF FAME

Communications Specialist

January 2024 – Present

- Produces quality communications, including press releases and media alerts, in a fast-paced entertainment environment
- Monitors and analyzes media mentions daily through Meltwater
- Coordinates with professional sports teams and leagues for media visits, including for national broadcast (Seattle Mariners, National Football League, Cleveland Charge)
- Works with local, national and international press outlets on stories related to the RRHOF
- Manages press efforts including inviting, running point and credentialing for media events
- Collaborates across departments to craft messaging relevant to the organization

### PLAYHOUSE SQUARE

Communications Coordinator

August 2022 – January 2024

- Strategized and executed communication plans for 17 touring Broadway shows per year
- Aided in content creation through ideation, production, and coordination of social media
- Identified influencers and content quality for alignment with Playhouse Square's brand
- Monitored media and sent out summary reports to 35+ staff members
- Maintained visual assets and release schedules through development of an intranet site

### BALDWIN WALLACE U. DEPT. OF THEATRE AND DANCE

Social Media Manager

August 2020 – May 2022

- Managed all aspects of social media channels including posts for 6+ plays per semester
- Handled internal and external email communications with students and external partners

### BALDWIN WALLACE U. MUSIC THEATRE

On Campus Marketing Team (Leader)

August 2020 – November 2021

- Designed *Spring Awakening* and *Into the Woods* logos and marketing color schemes
- Generated 200+ total graphics to support various digital and print promotional materials including social media campaigns, design presentations, posters and educational projects

## EDUCATION

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BALDWIN WALLACE UNIVERSITY – Class of 2022 – GPA: 4.0 (Class Valedictorian)

*Bachelor of Arts, Arts Management & Entrepreneurship; Theatre: Acting & Directing*

JOHN CARROLL UNIVERSITY – Expected graduation in 2026 – GPA: 4.0

*Masters of Business Administration*

## ADDITIONAL SKILLS

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AP Style Writing | Meltwater | MS Office | PowerPoint | MAC OS | Associated Press Stylebook | Adobe Creative Suite | Critical Mention | SharePoint Development | Canva | MailChimp | Social Media |