

KELSEY K. FELLER

4425 MILLS CIVIC PARKWAY, #1101, WEST DES MOINES, IA 50265
KELSEYKFELLER@GMAIL.COM | (712) 898-6709
LINKEDIN.COM/KELSEYKFELLER

January 12, 2016

Forty Under Forty Selection Committee
Business Record
100 4th Street
Des Moines, IA 50309

Dear Selection Committee,

I am honored to be nominated to join the 2016 Forty Under Forty class among many other outstanding professionals in the Greater Des Moines community. The previous recipients of this award have inspired me to commit myself to making Des Moines a better place for others both professionally and personally.

With so many amazing organizations in the Des Moines community, it is always difficult to determine where to give my time and talents. Through my involvement with Habitat for Humanity, I have been able to help three prospective families in Des Moines fulfill their life-long dream of owning a home while assisting in raising over \$15,000 in three years. This experience has taught me to truly appreciate the opportunities and gifts I have been given. While serving on the board for West Des Moines Community Schools Student Scholarship Fund, I have been able to assist this organization give away over 115 scholarships, totaling \$72,680 to amazing, deserve graduating seniors in 2015. As Public Service Director of AAF of Des Moines, I have been privileged to connect with some of Des Moines' best, while assisting this organization in raising over \$14,000 in 2015 and committing to raise the same in 2016. It's through organizations like these that I am able to reinvest myself in our community to assist it in its long-term development.

It would be a honor and privilege to join the distinguished and accomplished group of past recipients as a member of the 2016 Forty Under Forty class. I hope you enjoy reading through the following letters of recommendation from the people I have had the opportunity to learn and grow next to. Thank you for your time and consideration.

Sincerely,

Kelsey K. Feller

KELSEY K. FELLER

PROFESSIONAL RESUME

CONTACT

KELSEY FELLER

4425 Mills Civic Parkway, #1101
West Des Moines, IA 50265
kelseykfeller@gmail.com
(712) 898-6709
linkedin.com/kelseykfeller

EDUCATION

BUENA VISTA UNIVERSITY

Storm Lake, IA
Double major: Marketing and
Graphic Design

Involvement: Varsity soccer (captain),
Tack (Social Media Editor, Graphic
Design Editor and Assistant Graphic
Design Editor), Marketing Club
Honors: Cum Laude, Dean's List,
Clifford A. Rae Academic
Achievement Award

UNIVERSITY OF IOWA

Des Moines, IA
Professional MBA program
Emphasis in Marketing and
Entrepreneurship

PROFESSIONAL EXPERIENCE

STRATEGIC AMERICA | WEST DES MOINES, IA

Assistant Account Manager January '14 - present

Account Coordinator September '12 - January '14

Account Service Graduate Intern May '12 - September '12

- develop and execute dealer marketing plans to boost sales during key promotional periods to help small businesses throughout the United States grow
- coordinate the development of client marketing plans and creative assets to deliver on key client metrics
- assists Senior Management in monitoring budgets and researching client/industry trends

MINNESOTA VIKINGS, LLC | EDEN PRAIRIE, MN

Game Day Public Relations Intern October '11 - January '12

- setup and organized press boxes for media personnel to give a positive game experience
- worked with local, regional and national media to ensure consistent messages were being communicated to all fans
- audio recorded and transcribed post-game interviews to give fans an in-depth look into the player's mindset

PRINCIPAL FINANCIAL GROUP | DES MOINES, IA

Retirement & Investor Services Marketing Intern May '11 - August '11

- quickly learned new government fee regulations and fee summaries to assist PFG in implementing new marketing materials
- implemented key messages and communications for marketing materials distributed to over 15,000 financial professionals to ensure they understood new government regulations
- managed projects from conception to launch while working with an average group of five stakeholders

FAITH, HOPE & CHARITY | STORM LAKE, IA

Development Department Intern January '11 - May '11

- promoted FHC events and volunteer opportunities through press releases to help gain brand awareness in the local community
- planned and organized fund raising events including the spring Annual Campaign to raise more than \$50,000 in one month
- managed monthly print newsletter sent to over 1,800 donors and supporters for FHC

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SERVICE RESUME

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VOLUNTEER EXPERIENCE

SAINT FRANCIS HABITAT FOR HUMANITY

Committee Chair October '14 - present

Board Member January '13 - present

- coordinate and assist with the planning Habitat home build year in conjunction with other Catholic parishes in the Des Moines community
- planned and executed fund raising 5K walk/run to promote Saint Francis Habitat ministry and raise funds for Habitat
- organized youth shed build to assemble four garden sheds for local Habitat homes
- raised over \$6,000 in 2015 for the Habitat home build

AMERICAN ADVERTISING FEDERATION (AAF) OF DES MOINES

Public Service Director June '14 - present

- organized and managed successful 2015 Media Auction to provide advertising services local small businesses, universities and nonprofits
- raised over \$14,000 to benefit the organization through the 2015 Media Auction
- actively further the mission of AAF by advocating for the advertising industry, networking with professionals, develop professional skills and promote advertising excellence
- 2015 Rookie of the Year recipient

WDMCS STUDENT SCHOLARSHIP FUND

Board Member February '15 - present

- assist in planning and organizing fund raising Tee Up for Tigers golf tournament each year
- manage football, basketball and wrestling game sponsorships to grow general scholarship fund
- research and propose new fund raising ideas to give additional scholarships to graduating Valley High School students

MISCELLANEOUS VOLUNTEER ACTIVITIES

- Salvation Army Bell Ringing, 2013-2015
- Meals for the Heartland, 2014 and 2015
- American Lung Association Fight for Air Climb, 2015