

KIRA BELLIS

CONTACT

kirabellis@gmail.com
215 939 6111
kirabellis.com
Brooklyn, NY

EDUCATION

**UNIVERSITY
OF VERMONT**
BURLINGTON, VT
Bachelor of Arts
Major: Art History
Minor: Applied Design

SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Facebook
LinkedIn
Instagram
X/Twitter
TikTok
Threads
Mailchimp
Constant Contact
Squarespace
Monday.com
Eventbrite

EXPERIENCE

AMERICAN FOUNDATION FOR SUICIDE PREVENTION | NEW YORK, NY SOCIAL MEDIA MANAGER, JUNE 2023 - PRESENT

- Curate social media editorial calendars for national and local markets on Facebook, LinkedIn, Instagram, X/Twitter, TikTok, and Threads
- Lead cross-departmental social media strategies to maintain brand voice and mission, ensure safe messaging, and improve engagement
- Collaborate with organizational partners and external agencies on the national and award-winning mental health campaign Seize the Awkward
- Advise a network of 74 local chapters on social media posts and best practices
- Responsible for a 35% increase in overall audience
- Supervise undergraduate social media interns

SOCIAL MEDIA COORDINATOR, AUGUST 2021 - JUNE 2023

- Ideated, edited, and executed engaging evergreen and campaign-specific social media content including graphics, videos, photography, and text
- Analyzed data to inform future content production and increase success
- Managed comment moderation and community engagement across channels

JEWISH COMMUNITY PROJECT DOWNTOWN | NEW YORK, NY MARKETING AND COMMUNICATIONS ASSOCIATE, AUGUST 2019 - AUGUST 2021

- Led the organization through a print and digital rebrand and website redesign with external consultants
- Collaborated with department leaders on external marketing and email communications to 3500+ community members
- Managed daily content creation and paid advertising for social media platforms
- Designed print materials such as brochures, invitations, stationery, and signage
- Partnered with board members on development and fundraising initiatives
- Created digital ads for local publications and media entities to increase organizational outreach

FOSTER ART ADVISING LLC | FREELANCE

JUNIOR ACCOUNT EXECUTIVE, MAY 2020 - NOVEMBER 2021

- Managed digital presence for an art gallery
- Crafted social media content, digital campaigns, and monthly marketing emails to client's customer base
- Tracked engagement metrics for monthly data report

PREVIOUS WORKPLACES

Keurig Dr Pepper, FITZ & CO, Barnes Foundation, National Museum of American Jewish History, ECHO, Leahy Center for Lake Champlain