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# Peter Kelly

Marketing // Operations // Project Management // Creative

769.257.4385

pckelly1369@gmail.com

linkedin.com/in/petercolinkelly

www.pkproductionservices.com

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## Objective

With a certification in Public Relations from Cornell, I specialize in digital marketing, content creation, and audience engagement. I have managed social media, websites, and marketing campaigns for businesses and nonprofits, with expertise in project management tools, Adobe Creative Suite, and email marketing software. Skilled at juggling multiple projects and meeting deadlines, I thrive in both independent and team settings. Passionate about media and production, I'm eager to support production teams through strategic communications and direction.

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## Professional Experience

### PK Production Services / Creative Project Management & Operations

MARCH 2011 - PRESENT

- An award-winning career in film, marketing, advertising, and event management by cultivating relationships with crew, clients, vendors, officials, and investors.
- Bringing modest & multi-million dollar projects to life by negotiating contracts, building budgets, monitoring schedules, and managing logistics.
- Leading teams and communications to ensure effective management and QC for IT, construction, creative, community-based, and improvement projects & events.
- Streamlining staffing, logistics, training, and growth by building and Leading trust-worthy teams and vast networks of resources.

### Routed Investments / Marketing Director

APRIL 2023 - OCTOBER 2024

- Developing a marketing department from scratch to match the needs of a multi-platform government contracting organization.
- Managing content and visual development of all internal and external communications.
- Creating and managing the company's public relations protocols.
- Leading execution on successful RFP responses totaling over \$100M.

### Mad Genius Creative Fusion / Film Production Specialist

JULY 2015 - JUNE 2017, RIDGELAND, MS

- Directly contributed to the production of award-winning content for film, television, print, and social media.
  - As a client-facing team member, I directly contributed to agency retention, growth, and financial success by building an inclusive culture.
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## Lagniappe

- Public Relations Strategy Certificate - eCornell
- Published in U.S. News & World Report, Mississippi Magazine, and more.
- Work History: The History Channel, Apple, Lionsgate, Hallmark, ABC, Discovery, Lifetime, Apple, Academy, Spotify, BP, Francesca's, and more.
- Additional experience: Teacher, Creative Director, and non-profit operations & logistics management.