Kelly Engram

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EDUCATION

M.A. Mass Communications (4.0 Cumulative GPA), 2023
Texas State University, San Marcos, TX
Master's Professional Project: "Bohéme: Creating an Inclusive Fashion Brand Strategy"

B.S. Digital Media Innovation, Minor in Psychology, 2020
Texas State University, San Marcos, TX

AWARDS AND SCHOLARSHIPS

Graduate Student of the Year 2023
School of Journalism and Mass Communication, Texas State University, San Marcos, TX

Circle of Achievement Outstanding Graduate Student Scholarship 2023
College of Fine Arts and Communication, Texas State University, San Marcos, TX

Documentary Award Nominee - BEA Festival of Media Arts 2021
Broadcast Educators Association

TEACHING EXPERIENCE

Assistant Professor of Instruction, Texas State UniversityFall 2024 – Present
MC 4315. Web Design & Publishing

Lecturer, Texas State University Fall 2023 – Spring 2024
MC 4315. Web Design & Publishing

Graduate Instructional Assistant, Texas State University Fall 2022 – Spring 2023
MC 4315. Web Design & Publishing

Graduate Assistant, Texas State University Fall 2021 – Spring 2022
Graded, assisted students, and created presentations.

Undergraduate Assistant, Texas State University Spring 2020 – Fall 2020
Taught the lab portion of MC 4381. Fundamentals of Digital and Online Media

PROFESSIONAL EXPERIENCE

Founder & Creative Director, Prairie Fire Hair, San Marcos, Texas 2024 – Present

- Founded and launched a premium human hair wig brand with a focus on education, dignity, and design excellence.
- Developed brand strategy, visual identity, tone of voice, and messaging across web, social, and email platforms.
- Designed and built the Prairie Fire Hair e-commerce website using WordPress and WooCommerce, including custom product templates, policies, and educational resources.
- Produce original educational and promotional video content for social media.
- Manage end-to-end product lifecycle including sourcing, customization, photography, pricing strategy, inventory, fulfillment, and customer support.
- Apply advanced color theory, product storytelling, and UX principles to create highly detailed, transparent product descriptions.
- Lead digital marketing strategy, including email campaigns, analytics, and audience engagement, with an emphasis on trust-based, ethical marketing.

Media Content Consultant, San Marcos, Texas 2000 – 2025

- Spearhead integrated strategic communications, utilizing digital, social, and traditional media to engage audiences.
- Design and execute digital and print content.
- Manage collaborative projects, notably the 2020 Subaru Love Promise Retailer of the Year Award.
- Execute and analyze digital marketing campaigns, including custom HTML/CSS coded email campaigns.
- Expertise in proprietary CRM/CMS platforms.
- Ensure compliance with advertising regulations and copyright laws.
- Partner with communication agencies to maintain message consistency and collaborate on community outreach initiatives.

Creative Consultant, *Medicating Normal* Documentary Film | Periscope Moving Pictures 2019 – 2021

- Collaborated as the media designer for *Medicating Normal*, an internationally recognized, award-winning documentary selected for multiple prestigious film festivals.
- Led the creation of all visual elements, including the film and production company logos, cohesive branding materials, and streaming platform promotional materials.
- Designed a comprehensive suite of promotional assets, ensuring consistency across diverse media formats.

Early Career Experience in Marketing & Media Production 1994 – 2000

- Media Coordinator, Automotive Advertisers & Marketing, Inc., Austin, TX
- Assistant Marketing Manager, Professional Food Services Management, San Marcos, TX
    - Developed media plans, coordinated design and production workflows, and managed cross-departmental marketing initiatives.

PROFESSIONAL DEVEOPMEMT & CERTIFICATIONS

Google Analytics for Beginners and Google Project Management

Hootsuite Platform & Social Marketing

HubSpot Content Marketing and Social Media Management

Facebook Blueprint – 12 Awards

Twitter Flight School

Social Media Inclusivity & Ethics Moderator

GATO/CALICO Content Management System

DIGITAL & TECHNICAL SKILLS

Design & Media Production
Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Acrobat Pro, Lightroom, Premiere Pro, Audition, Rush), Figma, Canva

Web & Front-End Development
HTML, CSS, Bootstrap, JavaScript fundamentals, WordPress, WooCommerce, custom theme and template development, accessibility-aware design practices (WCAG-informed)

Digital Marketing & Analytics
Email marketing (custom HTML/CSS emails), campaign strategy and performance analysis, Google Analytics, social media content strategy, CRM-driven marketing workflows

Content Management & Platforms
GATO/CALICO CMS, proprietary content management systems, customer relationship management (CRM) platforms

Product, UX & E-commerce
User experience (UX) design, product storytelling, conversion-focused content, e-commerce workflows, inventory and product lifecycle management

Collaboration & Productivity Tools
Microsoft Office (Excel, Word, PowerPoint), Slack
Bottom line

PROFESSIONAL MEMBERSHIPS

The Honor Society of Phi Kappa Phi

Association for Education in Journalism and Mass Communication (AEJMC)

American Institute of Graphic Arts (AIGA)

COMMITTEES

Appointed Member, University Copyright Advisory Committee (2024 – 2027)