




# Colleen Kiebler

## Council Director

### CONTACT

 Avonmore, PA

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 colleenhershey@yahoo.com

### EDUCATION

#### **Bachelor of Science Communications/Public Relations**

*Millersville University of  
Pennsylvania*

*December 2015*

*Minor in English Studies  
and Graphic Arts*

*Dean's List*

*Internship Summer 2014*

### SKILLS

- Branding
- Business Administration
- Visual Design
- Digital Design
- Sales Experience
- Creative Collaboration
- Multitasking
- Troubleshooting
- Video Editing
- Search Engine Optimization

### PROFILE

Enthusiastic and eager to contribute to team and business success through hard work, attention to detail and organization.

Motivated to learn, grow and excel in current and new skills.

Resourceful, hardworking, knowledgeable and a problem solver.

### WORK EXPERIENCE

#### **Council Director**

*PennAg Industries Association – September 2019 – November 2022*

#### **Assistant to Executive Vice President**

*PennAg Industries Association – April 2017 – September 2019*

- Web Design, Social Media, Event Planning, Media Production, Graphic Design, Administrative Work, Information Technology
- Provided leadership for multiple industry specific councils, including: Swine Council, Equine Council, and Aquaculture Council.
- Scheduled and ran approximately 20-25 meetings a year, ranging from 5-25 attendees, both virtual and in-person. Constructed agendas, prioritized and addressed member concerns, worked with members to solve business and industry issues (i.e. regulation and permitting concerns, workforce development, etc.)
- Managed volunteer team for largest event/fundraiser of the year (300+ volunteers, \$350,000+ raised, 10 day event)
- Created and implemented new strategies to engage members and provide value in their membership, and planned educational sessions with other agricultural organizations to address pertinent issues within each industry represented
- Video editing – completed video production from start to finish, including multiple interviews, editing, and final presentation to 600+ attendees at annual banquet, as well as branding pieces to appeal to possible new members
- Managed and directed the 501c3 Mid-Atlantic Master Farmers Association – financials, event planning, video production, managing scholarship awards, sponsorships, and membership database.

## EXPERTISE

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- Word
- Excel
- PowerPoint
- Adobe CreativeCloud:
  - Premiere, InDesign, Photoshop, Illustrator, After Effects
- Prezi
- iMovie
- ScreenFlow
- Wordpress
- Wix
- Salesforce
- Affinity Designer
- Canva

## EXPERIENCE CONTINUED

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### **Director of Marketing and Communications**

*Spring Valley Ag – January 2016 – March 2017*

- Built engaging website through Wordpress and Wix and implemented an online store to increase profits
- Created logos and branding pieces to engage current and potential customers, which pushed branding from vague to a uniform, consistent, and engaging message.
- Developed engaging and creative branding and sales tools to build recognition through continuity of message and themes including handouts, brochures, infographs, and videos
- Represented company at expos and trade shows; designed the aesthetic of the booth in order to attract potential clients
- Engaged potential clients and introduced them to the products and services offered

## COMMITTEES/BOARDS

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**Pennsylvania Farm Link** - Executive Secretary and Board Member

**Pennsylvania State Council of Farm Organizations** - Executive Board Member

**Governor's Council for Invasive Species** - Board Member

**National Assembly of State Animal Health Officers** - Task Force Member

## CONTINUING EDUCATION

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**Penn State University** – Food Safety Certification

**Pennsylvania College of Art & Design** – Motion Graphics Short Course

**Udemy** – Online courses in: Wordpress, Adobe After Effects, Premiere Pro CC