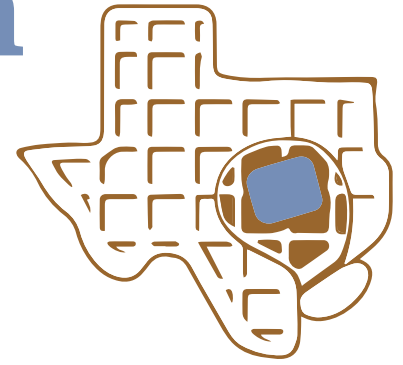


Kelly Dugan

Editor-in-Chief | Brand Manager
Photographer | Pastry Chef



I love to make all the beautiful things,
and I love to make them really special.

University of Colorado-Boulder 2007-2011 GPA 3.6
Bachelor of Science in Creative Advertising
School of Journalism & Mass Communication

Peach Fuzz Magazine

July 2013 - current

Founding Editor-in-Chief | Creative Director

- Curate and sole layout designer of 60+ page biannual magazine using Adobe CC InDesign, Illustrator and Photoshop
- Published 28 issues to date, 350 issues per release
- Creative director of editorials - scout and source artists, photographers, writers, models for content
- Maintain/update Instagram (formerly 24.8K RIP now 1.4K), Facebook (2.8K), Twitter (539), and website (1.2K/monthly/average)
- Writer: "Letter-from-the-editor" and "The Last Bite," as well as monthly e-newsletters via MailChimp (1.5K)
- Event planner, promoter and coordinator, entertainment booking for magazine release parties (~6x yearly)
- Comprehensive branding and art direction across all platforms, including all designing all merchandise
- **Best Local Publication** in 2015 by *The Austin Chronicle* • **Best Local Zine** in 2017 by *The Austin Chronicle* •

The 1898, LLC (Little Trouble and The Eldorado)

January 2021 - July 2023

Event Coordinator | Brand Manager

Event Coordinator for The Eldorado (June 2021-July 2023)

- Conceptualize/promote/execute events: weekly yoga, tastings, holiday markets, pop-up brunch, music shows, etc
- Managing, hiring staff for events - in-house and off-site
- Manage menu design updates, organize and coordinate catering events
- Organize invoices and coordinate payments
- Daily management of event calendar for all chef/GM/bar manager

Brand Manager for Little Trouble & The Eldorado (Jan 2021-July 2023)

- Rebrand campaign & branding identity package for new cafe and event space
- Manage and post for all social media platforms - Instagram: 5.6K (LT), 3.8K (ED), Facebook: 1.1K (LT), 1K (ED)
- Art direction for content creation via Adobe Creative Cloud (Illustrator, InDesign, Photoshop)
- Photographer for in-house social media, press kits, headshots, etc
- Create e-newsletter for events & specials, 51% CTR
- Redesigned websites to utilize SEO and streamline inquiries
- Menu and weekly promotional specials consultation, created weekly specials to increase guests on low traffic evenings
- Design merchandise and promotional materials - koozies, candles, bumper stickers, shirts

Tomorrow's Parties

September 2017 - current

Freelance Chef

- Wedding and celebration cake chef! All the swiss meringue buttercream, all the parties.
- Private personal chef in summer of 2020
- Pivoted business model in 2020 to organize at-home bakery amidst pandemic ('Where to Find Special Cakes for Pickups in Austin Right Now' austin.eater.com, July 9th) ('20 Austin Bakers Offering Deliveries and Pickups' austin.eater.com, August 2020)
- Guest chef residency at HERE HERE (West Fulton, NY) August 2019
- Catering: The Other Ones Fundraising Event (2021), Settlement Homes Recruitment Party (2019), Top Girl Holiday party (2017), Spring Fever Dream (2019), Pound Cake Erotic Dinner Party (2017)

• *references and cake tastings by request* •

Photographer

August 2013 - current

Freelance analog photographer

- Sold-out photography show DOG DAYS at Unit C (2019)
- Album cover: **Margo Price** - *Weakness* EP and *Paper Cowboy* EP (2017)
- Album cover: **Andrew Cashen** - *Back to Texas* LP (2019)
- Festival photo-editorials: Luck Reunion (2019, 2018), Marfa Film Fest (2017, 2018), Marfa Myths (2017), UTOPIAfest for do512 (2015), UTOPIAfest for WildSpice Mag (2014), Austin Psych Fest for Mischief Mag (2013), Pitchfork Music Festival for sizzle&squeeze (2013)

Events & Fundraising

- Raised \$505 each for Frontera Fund Rio Grande Valley & West Fund via cake raffle (Sept 2021)
- Raised \$200 each for Allgo and Afiya Center (Bakers Against Racism - June 2020)
- Organize yearly **DAMES & THE GIANT PEACH** for Peach Fuzz, a free week fundraiser for Planned Parenthood (2016-2019)
- Panelist on the Diverse Marketing Panel at the #bbATX craftHER Market (April 2019)
- Guest speaker at #bbATX Winter Community Meet-Up (February 2019)
- Panelist at **ZINES! a discussion on self-publishing** at the University of Texas Fine Arts Library (November 2016)
- Organized Fund Fund Fund Fest - raising \$3K+ for Fund Texas Choice for reproductive health (2014)
- Speaker at **Rouse the Unruly Mob** at the Vortex Theater - a night for reproductive rights (2014)

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