



PR student with unique graphic design ability takes on digital marketing

By Kirstie Castaneira

Kelsey Erdossy is known in her friend group to be ahead of the curve on trends, be it in fashion or social media, and her career endeavors are no different. Erdossy has already accepted an internship with 3 Birds Marketing for this summer in their digital marketing sector because, “digital marketing is the future of marketing and a skill that would be advantageous on my résumé.”

A junior from San Diego, Erdossy has always had a love for publication and got her first experience working at the Daily Tar Heel last year. She now is the Managing Editor for SCOPE Magazine and is looking forward to taking over as Editor-in-Chief of UNC’s only fashion and lifestyle magazine in the fall.

Her experiences in the PR sequence are what initially propelled her interest in pursuing marketing as a career option. “The PR Research course taught me the importance of using data to guide advertising, PR and brand decisions,” Erdossy said. She also was very intrigued by graphic design and knew that a skill like that would allow her to pursue her goals of one day working in magazine design.

For now, Erdossy wants to continue writing for College Fashion’s website, working as PMG Sports’ Social Media Marketing Intern, taking more courses geared toward design and finishing up her double major strong. No big deal.