

Teaser: Kelsey Billings loves film production and branding.

With her fearless attitude and creative mind, Kelsey Billings enjoys her time in the Paul Miller Building.

“I chose strategic communications because it best fit all of my interests,” Kelsey said. “SMSC has a wide variety of career paths to choose from. It’s a versatile major.”

Kelsey has many interests but hopes to get a job in brand marketing where she can show off her creative side. Along with that, Kelsey is also interested in film production. Not only does Kelsey loves being in front of the camera, but she also enjoys being behind the camera. When she was a sophomore, she had the opportunity to learn about film production in Los Angeles.

“I went to UCLA’s Film & Television Summer Institute and worked on two student films,” Kelsey said. “I produced one of them, and I was the art director and production designer for the other one. It gave me hands-on experience with film sets, and I learned how to work with a crew.”

Kelsey is involved in AdClub, Public Relations Student Society of America and Greek life. Due to her love for brand marketing, Kelsey became a brand ambassador for Bud Light.

“I’ve learned how to work with a budget and how to distribute,” Kelsey said. “I’ve also learned how to work with people in various teams throughout a company.”

The School of Media & Strategic Communications (SMSC) has a wide variety of classes for students to take. Some of Kelsey’s past classes have encouraged her to step out of her comfort zone and try new things.

“I really enjoyed my management and strategies class,” Kelsey said. “I loved working on my crisis communication plan in that class because I got to help a company spot issues and fix them. Before I took my advanced PR writing class, I didn’t think I liked public relations. Since that class put me in many real-world situations, I now love public relations.”

Kelsey loves how different college classes are from high school. Her many projects and classwork have helped her gain critical skills that will benefit her professional career.

“Classwork in college is more hands-on than high school,” Kelsey said. “It’s not just being told how to do something; it’s actually doing it. In college, you explain everything through presentations, so it’s not showing knowledge through tests.”

Throughout her college career, Kelsey has blossomed personally and professionally. She’s learned not to take things too seriously and not be afraid to take chances.

“Making mistakes isn’t bad because it’s how you learn,” Kelsey said. “You don’t have to do exactly what you’re told. You can make things your own. Just because you’re given this box to fit in doesn’t mean you have to fit in it.”