

# KAITLYN LAURIA

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## EDUCATION

**University of Georgia**, Honors Program

Athens, GA

*B.B.A. Marketing*

May 2024

- **Relevant Coursework:** Integrated Marketing & Brand Communications, Digital Marketing Analytics, Sustainable Marketing Strategy & Social Media Marketing Strategy
- **Honors:** Zell Miller Scholarship Recipient, Magna Cum Laude

## RELEVANT EXPERIENCE

**Paradies Lagardère**

Vinings, GA

*Digital Marketing Specialist*

July 2024 - Present

- Curate content for Instagram, Facebook and LinkedIn and create content calendars utilizing Sprout Social
- Successfully manage communities for all three platforms to engage with customers, brand partners and airports
- Conduct regular research on industry trends and competitor performance, providing insights for strategy development

**Southeast Monograms**

Suwanee, GA

*Co-Owner*

March 2016 - Present

- Co-owner of a vinyl monogramming shop on Etsy achieving over \$12,000 in sales
- Received over 600 5-star customer ratings based on providing exceptional customer service with prompt communication
- Successfully manage social media platforms and Etsy storefront to drive customer engagement through creative designs
- Analyze sales data and customer responses to continuously develop new product lines to evolve with customers

## PROJECT EXPERIENCE

**InspireDesigns**

Alpharetta, GA

*Integrated Marketing Brand and Communications (MARK4600S)*

January 2023-May 2023

- Worked with a team of 5 to plan and execute a 12-week long social media campaign
- Managed and updated the retail website, Instagram and Pinterest platforms

## ADDITIONAL EXPERIENCE

**Laurel Springs Swim Team**

Suwanee, GA

*Head Coach*

March 2021-July 2022

- Served as the head coach for a team of over 120 athletes
- Lead a coaching staff of 9 members in organizing practices and team events
- Responsible for all internal communications between staff and committee members providing alignment throughout the season
- Successfully owned all external communications, social media platforms and team website receiving positive feedback from team on structure and cadence of updates

## CAMPUS & COMMUNITY INVOLVEMENT

**UGA Miracle**

Athens, GA

*Family Relations Family Day Assistant Chair*

March 2023-February 2024

- Selected as 1 of 10 students to serve as a Family Relations Assistant Chair
- Work directly with Chairs and Directors of the organization to plan and execute Family Days for UGA Miracle families and members to attend
- Work directly with Athens-local businesses and venues to host and plan organization-wide events
- Create promotional content for Family Days to be distributed on UGA Miracle's social media platforms and on campus

*Family Relations Committee Member*

August 2021-February 2023

- Selected as 1 of 100 students to join the Family Relations Committee through several interviews
- Raised over \$100,000 for Children's Healthcare of Atlanta
- Communicate with and serve the families that UGA Miracle benefits
- Attend weekly committee meetings to organize and plan organization-wide events

**Member, UGA Pi Beta Phi**

August 2020 - May 2024

- Member of the national panhellenic sorority, Pi Beta Phi. A fraternity for women that enriches lives through community service through philanthropic efforts
- Raised over \$8,000 for Read > Lead > Achieve

## SKILLS

Microsoft OfficeSuite

Adobe Creative Cloud

Canva

IBM SPSS Statistics

Qualtrics XM

Excel