**Kaitlyn Bryce**

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# Profile

I am a curious and creative marketing student who thrives on storytelling, collaboration, and making ideas come to life. Whether it is crafting social media content, designing visuals, or organizing behind the scenes details, I love bringing energy and heart into every project. I am looking for a marketing role where I can grow, contribute, and turn a vision into something that connects with people.

# Work Experience

**Administrative Assistant Jan 2023 - Current**

*Texas Lions Camp*

* Answered multi-line phone system and, delivered messages to staff and greeting visitors
* Handled staff paperwork and record keeping alongside Human Resources to ensure smooth operations.
* Designed and published **engaging social media content,** enhancing brand visibility and audience engagement
* Authored and distributed **weekly newsletters**, crafting compelling copy to inform and engage more than 100 people on staff
* Created clear and concise **staff training manuals**, showing strong content development and **instructional design skills**
* Coordinated office supply inventory management, proactively buying necessary items or
* Collaborated with cross-functional teams to support **marketing campaigns**, refining project management skills.
* Worked on various platforms to design **stickers, infographics, and digital assets**, strengthening brand consistency.
* Coordinated and delegated staff payroll responsibilities, ensuring prompt and correct compensation for all team members.
* Helped in managing camp’s social media platforms by **posting engaging content** that highlighted staff, campers, and families to boost community engagement and visibility.
* Helped in the creation, printing, and distribution of staff scholarships and travel stipends, supporting smooth onboarding and staff retention

**Cashier 2022**

*Designer Shoe Warehouse*

* Handled cash transactions efficiently while adhering to company policies
* Drove brand awareness by decorating display setups and helping in merchandise
* **Collaborated with team members**to achieve sales goals, proving effective communication and teamwork abilities
* **Maintained product knowledge,** enabling effective promotion and customer education on new arrivals and offers

**Stylist 2021 - 2022**

*Francesca’s*

* Organized sales area and workstations to display products
* Shadowed management to understand display production and interact with customers
* Handled money transactions and online orders of purchase
* **Promoted store events and** **special offers,** driving customer engagement and increasing sales
* **Maintained an inviting and visually appealing store environment, supporting brand consistency** and aesthetic

# Education

 Schreiner University August 2022 – December 2025

Bachelor of Arts | Marketing

Schreiner University

 San Antonio Founder and Tomball Lions Club Scholarship Recipient

Relevant Coursework: Work Study in Marketing and Human Resource Department with Texas Lions Camp

  **International Marketing, Digital Marketing Strategies, Consumer Behavior**

**Marketing Projects: Built a website for local artists, proving design and content marketing skills.**

 Volunteering | Texas Round Up Animal Alliance

**Maintained cleanliness and safety standards**, creating a welcoming environment for visitors and animals.

**Collaborated with shelter staff** to organize events and promote pet adoptions

# Skills & abilities

* Social Media Management (Instagram, Facebook)
* Content Creation & Copywriting
* Email Marketing & Newsletters
* Canva & Graphic Design Tools
* Marketing Campaign Coordination
* Data Entry & CRM Management
* Office Administration & Organization