

Kylee Waller

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(717)875-8441

She/Her/Hers

OBJECTIVE:

I am seeking an internship working in digital marketing and brand partnerships. I am a junior studying advertising at the Pennsylvania State University with 5+ years of experience in social media management, event planning, and brand partnerships.

EDUCATION:

The Pennsylvania State University

May 2025

Bellisario College of Communications | Advertising and Public Relations

Cumulative GPA: 3.85

Minor in Digital Media and Trend Analytics and Theatrical Studies

Dean's List: 5 Semesters

EXPERIENCE:

College Town Culture | Social Media Intern

January 2024 – PRESENT

- Creating daily content for Instagram and TikTok aligning with the company values and brand
- Coordinated a notion content calendar to stay organized on upcoming content
- Worked in the planning, execution, and editing of visual and photo content shoots

Creative Pursuits Academy | Social Media Manager

June 2023 – January 2024

- Creating daily content for Instagram and Facebook aligning with the company values and brand
- Coordinated a meta business content calendar to schedule our post
- Interpreted personal analytics from Facebook and Instagram to add to the company's SWOT analysis

Victoria Secret PINK | PINK Campus Representative

June 2022 – June 2023

- Organized events of over 100 guests on campus to promote the brand PINK and female empowerment
- Created content promoting PINK on Instagram and TikTok
- Supervised a campus team of five members with frequent personal assignments for each member

Involvement | Achievements

Singing Lions Show Choir | Choreographer | THON family Relations Captain

- Directed a rehearsal room of 25 students learning my personal choreography
- Facilitated connections between our current members and three THON families to build and sustain interpersonal relationships

Bunton Waller Merit Scholar | Recipient

August 2021 - PRESENT

Scholar of Excellence | Recipient

January 2024 - PRESENT

T. Howard Foundation | Final Talent Pool Member

December 2023 – PRESENT

SKILLS

Technical:	Relevant:
<ul style="list-style-type: none">• Photoshop• InDesign• Google Drive• Microsoft Office• Social Media: TikTok, Instagram, Pinterest, YouTube, Facebook, X	<ul style="list-style-type: none">• Event Planning• Customer Service• Leadership• Data Analysis• Public Speaking