

CONTACT

✉ kaitlynschoel@yahoo.com

📍 Tampa, FL, USA

EDUCATION

MASTER OF SCIENCE IN MARKETING

University of South Florida, Muma
College of Business | 3.93 GPA
2023

BACHELOR OF SCIENCE IN BUSINESS ADVERTISING

University of South Florida, Muma
College of Business
Zimmerman Advertising Program
2019 - 2022

SKILLS

- Social Media Marketing
 - Instagram, TikTok, Facebook, LinkedIn, Pinterest
- Copy Writing & Editing
- Graphic Design via Canva and Adobe Programs
- Campaign Development
- Marketing Strategies & Creativity

LANGUAGES

English: Native language, full professional proficiency

Spanish: Proficient writer and speaker

REFERENCES

Lynette Bohanan

President, CommCentric Solutions
Email: lbohanan@commcentric.com

Rosa Mach Batlle

CEO, ATOM.BIO
Email: rosa.mach.batlle@gmail.com

Morgann Frazee

Employment Services Coordinator,
LAUNCH at USF
Email: mfrazee@usf.edu

KAITLYN SCHOEL

DIGITAL MARKETING & CONTENT CREATION

SUMMARY

Aspiring digital marketer with a passion for leveraging social media platforms like Instagram and TikTok. Adept at quickly adapting to new environments, I am a fast learner known for strong leadership skills. My seven years in the food service industry have granted me insights into consumer needs and behavior. I approach my work with dedication, efficiency, and care, regardless of role or status.

EXPERIENCE

CHANNEL MARKETING INTERN (SHORT-TERM)

CommCentric Solutions | Tampa, FL

August 2024 - Present

- Facilitated increase of brand awareness and lead generation using LinkedIn.
- Personally grew LinkedIn network by 18% in the first month.
- Created and boosted paid ads for LinkedIn based on industry and job functions.
- Edited copy and layout of client PPT files to be more clear, concise, and attractive.
- Created and shared surveys using Microsoft Forms to conduct market research and build a network asset register.

MARKETING INTERN

ATOM.BIO | Barcelona, Spain

May 2022 - June 2022

- Worked in a multicultural professional environment.
- Curated unique content for TikTok, LinkedIn, and Pinterest.
- Wrote SEO-friendly blog posts in English and Spanish.
- Prepared a completed digital marketing plan, including landscape, competitor, and SWOT analyses as well as a content guide.
- Created content mockups to guide future posts on all used platforms.
- Assisted with videography for YouTube and recorded audio in Spanish.

MARKETING INTERN

LAUNCH at USF | Tampa, FL

September 2021 - December 2021

- Increased LinkedIn post impressions by 282% in three months.
- Updated web pages and social media profiles to reflect proactive strategies and engage customers.
- Developed targeted content for LinkedIn and Facebook.
- Proofread and redesigned marketing collateral using Canva, including printed brochures, web copy, and social media posts.