

Kalia Hayes

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EDUCATION

The University of Texas at Dallas

B.S., Information Technology and Systems, Minor in Business Intelligence and Analytics

May 2019

GPA 3.41

TECHNICAL SKILLS

Analysis Tools: Excel, Tableau, RapidMiner, HootSuite, SproutSocial, Google Analytics
Programming: Java, Python, SQL, HTML, CSS, Bootstrap
Operating Systems: MacOS, Windows
Software: Photoshop, Sketch, MS Office, MS Visio, Eclipse, Github, Wordpress
Databases: MySQL
Certifications: Google AdWords, Google Analytics IQ

BUSINESS EXPERIENCE

The University of Texas at Dallas – Richardson, TX

Inventory Clerk

August 2015 – Present

- Worked with a small group to conduct and coordinate annual Scan and Validate inventories
- Maintained and updated inventory databases for UT Dallas and reconciled discrepancies
- Trained 2 workers on inventory management and tag-in-field

HospitalityFan – Remote

Social Media Manager

February 2016 – Present

- Managed social media accounts for 5 business establishments throughout the country
- Worked remotely with clients to outline goals, visions, and plans of action to meet weekly metrics
- Developed and executed marketing strategies for clients resulting in increased new customer traffic
- Achieved highest interaction rates for two companies managed by us for 5+ years

Plano Independent School District – Plano, TX

AVID Tutor

January 2016 – June 2016

- Tutored freshmen and sophomore students in applicable courses
- Contributed to curriculum planning and organization
- Led peer critique groups, study sessions, and facilitated collaborative learning

ACADEMIC PROJECTS

Web Analytics

January 2018 – May 2018

- Developed an awareness focused Google AdWords PPC campaign for a non-profit charity organization
- Earned Google AdWords and Google Analytics IQ Certifications

Web Design & Development for Business Applications

January 2018 – May 2018

- Used HTML, CSS, Bootstrap, and HostGator to design, code, and host a responsive blog website using the WordPress CMS

ORGANIZATIONS

Undergraduate Success Scholars, UT Dallas – Academic Co-Chair

August 2015 - August 2016

Women in Technology and Business, UT Dallas

August 2017 - Present

ADDITIONAL INFORMATION

Eligibility: Eligible to work in the U.S. with no restrictions