



# KALYN SIFUENTEZ

## CONTACT

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## EXTERNAL SITES

KAPTUREDBYKAYPHOTOGRAPHY.COM  
@KAPTUREDBYKAYPHOTOGRAPHY

## REFERENCES

**KIMBERLY DEEGAN**  
CONTACT: 253-312-4363  
KIMBERLYD@WESTLAKEDERMATOLOGY.COM

**COREY MOSS, TEXAS MONTHLY**  
CONTACT: 512-909-0567  
MRS.COREYMOSS@GMAIL.COM

**PAUL SUTPHEN, GRIN'S RESTAURANT**  
CONTACT: 512-538-4971

## EDUCATION

**Texas State University**  
**Graduation Date: May 11, 2017**  
**School of Journalism and Mass Communication**  
**Major: Public Relations**  
**Minor: Business Administration**

## EXPERIENCE

### **WESTLAKE DERMATOLOGY, MAY 2017 - PRESENT** **MARKETING ASSISTANT/PRACTICE REPRESENTATIVE**

- Conducts market research for each of the company's 18 locations
- Manages multimedia sites - Instagram, YouTube, and Facebook
- Creates, edits, and produces company videos, photos, graphics, and newsletters
- Coordinates events and holiday affairs
- Physician liaison - fosters relationships with referring clinics
- Organizes company medical records, and patient requests

### **TEXAS MONTHLY, JANUARY 2017-MAY 2017** **ADVERTISING AND SALES INTERN**

- Researched advertising prospects for sales representatives
- Communicated with past and current clients to accurately process contacts in company's CRM
- Assisted in promotions and events, including SXSW

### **IHEART MEDIA, MARCH 2017-MAY 2017** **PROMOTIONS ASSISTANT**

- Represented company at pop-up events
- Organized marketing materials

## SKILLS

- Photography
- Videography
- Event Planning
- Social Media Strategy
- Marketing and Sales Research
- Web Content Development
- Graphic Design
- **Adobe CC:** Photoshop, Indesign, Lightroom
- **Microsoft Office:** Word, Excel, PowerPoint
- **Video Editing:** Final Cut Pro, iMovie

## AWARDS + RECOGNITION

### **Highest seller of PAWS for Camp Family 4 Life - 2016 & 2017**

- Raised the highest amount of donations for a non-profit, Camp Family 4 Life, geared towards helping children in the foster system.

### **MC 4320 Student Representative**

- Best out of five groups chosen to present to the board of directors to semester client.