

Kayla Lane

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Education

Bachelor of Liberal Arts in English

Expected May 2024

University of Florida, Gainesville, FL

Relevant Coursework: Technical Writing

Experiences

Team Member

Aug. 2021 – Dec. 2021

University of Florida Bookstore, Gainesville, FL

- Assisted patrons in finding their specified products to improve the customer experience
- Recorded and categorized storeroom supplies to ensure all materials were delivered and organized
- Recovered misplaced items, dusted, and swept periodically to manage the storefront

Administrative Assistant

Feb. 2021 – July 2021

M'Pressed Events, Orlando, FL

- Managed the mailing list by automating an email sequence based on the services purchased, co-designing a Spring newsletter, and setting up a giveaway to engage customer interest
- Corresponded with multiple dessert vendors and paid each invoice on time to establish and maintain business connections
- Edited the company business cards in Photoshop for reprint

Copy Editor

Aug. 2019 – May 2020

Ocoee High School, Ocoee, FL

- Edited and proofread copy for grammar, accuracy, and cohesiveness
- Contacted potential clients and scheduled appointments to attract sponsors
- Developed a connection to the theme for every article by arranging discussions with each staff member to ensure the cohesiveness of the yearbook

Skills

- Adobe After Effects
- Adobe Photoshop
- Microsoft Office Suite
- Creative Writing
- C++, HTML and CSS
- Spanish (Conversational)