



305-433-0531
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Houston, Texas 77449

EDUCATION:

Advertising B.A.

2013-2015
GPA available upon request

MIAMI INTL. UNIVERSITY
ART&DESIGN

Miami, Florida

SKILLS:

Adaptability
Interpersonal Skills
Strategic Problem Solving
Public Speaking
Activity Coordination
Client Interaction
Drafting/Execution of
Presentations
Strong Writing and Verbal
Skills
Strong analytical Skills
Customer Service
Social Media Marketing
Team Leadership
Adobe Programs

HONORS:

Deans List Award

AAF Club Member

Speaker at NSAC
National School Advertising Competition

Student Ambassador

REFERENCES:

Eliane Abou-Assi
Human Resources
Director
909-561-2257

Rene Alvarez
Head of Advertising
Department
305-528-4326

Laura Ramirez
Public Relations
Professor
786-315-1246

KAYLA HENO

— Marketing Coordinator —

PROFILE:

Hello,

My name is Kayla Heno and I am a recent graduate seeking a challenging entry level marketing position. I am looking to hone my skills as a strategic problem solver, vibrant communicator, and dynamic team player. My ambitious personality, eye for creative design, and adaptability will make me a valuable asset to the company.

WORK EXPERIENCE:

AMERICAN AUTISM ASSOCIATION

SOCIAL MEDIA & MARKETING INTERN: 2015-PRESENTLY

Scheduled content for all of the association's social media sites, promoted events and delivered relevant entertaining content.

Worked with association's director to create, promote, and host events for the Miami Dade autistic community and sponsors.

Produce written and digital content like the "A Day Under the Spectrum" campaign which I personally composed. This raised brand awareness and online community engagement.

SEPHORA

BEAUTY CONSULTANT: 2014-2015

Created flyers and posters for marketing company events, as well as a company holiday video.

Served as mentor to clients, by providing assistance and guidance during their shopping experience.

Worked as a contributing member in a dynamic team setting, by contributing to sales and promoting products to meet company goals

MORGAN STATE UNIVERSITY

OFFICE CLERK: 2010-2012

Performed Clerical Duties such as filing, scheduling appointments, and assisting director with day to day tasks.

Served as a liaison between students and art director by scheduling appointments and managing student requests for meetings.

Assisted with planning on campus events, and implemented various marketing techniques to encourage student participation.

"No One Makes a Lock Without a Key"