

Kaira Cabato

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Currently a Division 1 athlete playing softball at Bethune Cookman University. I graduate in May of 2022 with a bachelor in Mass Communication with an emphasis on Public relations and Advertising. Working on a Sports management website as well as currently working as a freelance social media manager

Work Experience

Sports Journalist

Rate my College Coaches - Remote

October 2021 to Present

- Write professionally, grabbing readers attention
- Study and pay attention during games and contests
- Meet Deadlines weekly with the needs of the company
- Communicate and work with social media teams
- Network and make connections with athletes

Freelance Social Media Manager

Freelance - Remote

August 2021 to Present

- Learn about different clients/businesses
- Create game plans to gain engagement and set KPIs goals
- Create and design websites
- Create content and write copy
- Track engagement throughout different social media outlets
- Edit videos and photos using Adobe suite
- Create fliers, post and run ad campaigns
- Meet deadlines of content creation, web design, and engagement

Softball Instructor

Softball University - Puyallup, WA

December 2020 to Present

- Teach softball skills to youth ages 10-18
- Implement practice plans and teaching points to girls
- Break down skills in different ways so it is understandable
- Monitor Covid regulations are being followed
- Develop girl's skills so they are prepared for college softball

SAAC Public Relations Chair

Student-Athlete Advisory Committee - Bethune Cookman University - Daytona Beach, FL

January 2020 to Present

- Run social media campaigns
- Create newsletters, flyers, and social media post
- Share concerns of student athletes
- manage social media of SAAC

Social Media Specialist

Bethune-Cookman University - Daytona Beach, FL
October 2019 to Present

Worked for Bethune Cookman Universities Athletic social media source called Cateye.

- Control social medial pages for different athletic pages
- Controlled Instagram stories and kept live updates during games
- Create different posts and stories for various sports teams
- Create graphics, posts, and stories to positively represent the school/team

Softball Trainer

FREELANCE - Bremerton, WA
January 2017 to Present

- Worked independently with individuals or small groups of girls to build confidence and softball related skills
- Scheduled and planned practices and lessons
- Planned speed and agility training to improve speed and efficiency on the field

Assistant Coach

Central Kitsap School District - KSS - Seabeck, WA
March 2021 to June 2021

- Follow Covid guidelines and implement rules
- Teach softball skills to further the girls knowledge
- Prepare game strategies and plans
- Regulate safety for athletes
- Prepare and complete practice plans

Cashier/Sales Associate

DICK'S Sporting Goods - Silverdale, WA
November 2020 to January 2021

- Create a world-class customer experience by providing passionate customer service and selling through customer engagement
- Cash register ringing & general cash handling
- Uphold DICK'S Sporting Goods' standards for merchandise presentation of the best apparel and equipment brands in sporting goods
- Promote company programs including warranty sales, Scorecard (loyalty program), private-label credit cards, and other seasonal promotions
- Fold and stock clothing and other items

Lowe's associate

Lowe's - Bremerton, WA
April 2020 to September 2020

- Sell appliances/products and meet all needs of customers

- Greet customers and deliver quality customer service
- Explain the difference/pros and cons to all purchases
- Understand and explain the benefits of the Lowe's credit card and the Lowe's warranties
- Find and pull appliances and appliance parts from top stock
- Cashier and help customers check out
- Help customers navigate the store
- Make sure area is clean and safe for customers
- Close, clean and sanitize appliance area

Security Guard

Landmark Event Staffing Services, Inc. - Seattle, WA

July 2019 to September 2019

- Event security protecting our clients
- Guest services helping our clients with anything they need
- Ticket sales while greeting clients, and taking money and providing tickets
- Ushering to keep control of the venue and help the clients get to where they need to be.

Volunteer Coach

Kitsap Rockets - Bremerton, WA

March 2018 to May 2018

- Managed practices with 14 five year old girls
- Promoted sportsmanship, kindness, and passion to the girls
- Taught basic softball skill to improve their game and keep them safe
- Communicate with parents, other coaches, and players
- Scheduled practice and games throughout season

Education

Some College in Public Relations and Advertising

Bethune Cookman University - Daytona Beach, FL

August 2018 to Present

High School Diploma

Olympic High School - Bremerton, WA

September 2014 to June 2018

Skills

- SED (2 years)
- Team Building
- Time Management
- Public Relations
- Social Media Management
- Adobe Photoshop (Less than 1 year)
- Digital Marketing
- Adobe InDesign (Less than 1 year)

- Canva (2 years)
- Adobe Photoshop (Less than 1 year)
- Adobe Illustrator
- Problem-solving
- Flexibility
- Team Work
- Social media marketing
- Reliability
- Email marketing
- Management
- Analytics
- Content creation
- Web design
- Copywriting
- Adobe Spark (Less than 1 year)
- Google Suite

Awards

Rookie of the Week

April 2019

Certifications and Licenses

First Aid Certification

Assessments

Social Media — Proficient

November 2019

Creating content, communicating online, and building a brand's reputation.

Full results: [Proficient](#)

Social Media — Proficient

November 2020

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.