

# KAYLIN CONNORS

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## EDUCATION

### **Rochester Institute of Technology**

Expected: May 2023

*Bachelor of Science in Business Administration*

- Concentration in Marketing
- Minor in Fine Arts
- GPA: 3.6

### **Relevant Coursework**

- Marketing Analytics
- Search Engine Marketing & Analytics
- Digital Marketing

### **Awards**

- 2019 Award Recipient of the National Road Safety Foundation Stay Awake! Stay Alive! PSA Contest

## EXPERIENCE

### **The Hunting Horn**, Penfield, New York

September 2020 - Present

*Sale's Associate, Social Media Rep*

- Ran TikTok social media account, posting two days a week
- Assisted customers with finding appropriate fitting attire
- Executed weekly Instagram photos for store account

### **Target Corporation**, Victor, New York

September 2016 – March 2021

*Cashier, Guest Services, Food Services, Backroom Services*

- Transacted guest's purchases and returns
- Packaged and shipped items from the sales floor for online orders
- Trained new employees on the register and salesfloor
- Assigned increased responsibilities progressively

### **Kaylin Connors Photography**, Victor, New York

September 2015 – Present

*Owner, Producer, Manager*

- Produces high quality images for clients
- Setup and managed website for marketing, ordering, and photo distribution
- Traveled to accommodate client's preferences
- Provided personalized sessions to meet each client's needs, wants, and requests

## ADDITIONAL EXPERIENCE

### **University at Albany Equestrian Team**, Albany, New York

September 2018 – May 2019

*Treasurer in Training, Team Member*

- Observed meetings with present treasurer
- Learned how documents and transactions work
- Exercised horses on non-practice days

## SKILLS

**Computer:** Adobe Photoshop, Final Cut Pro, Microsoft Word, Microsoft Excel, Microsoft Access, Canva, Microsoft PowerPoint

