

KIMBERLY KALETA

Rochester, NY • <https://kimberlykaleta.my.canva.site/> • <https://www.linkedin.com/in/kimberlykaleta/>

EDUCATION

Rochester Institute of Technology (AACSB accredited)

Master of Business Administration

Bachelor of Science in Marketing

Minored in Advertising & Public Relations, and Hospitality Management

GPA: 3.97 | Honors Program | Outstanding Graduate Scholar | Beta Gamma Sigma

Rochester, NY

May 2027

May 2025

RELATED EXPERIENCE

Marketing & Events Co-op

September 2025 – Present

Security Risk Advisors | Rochester, NY

- Create varied digital, print, and event marketing materials, driving increased audience engagement and brand visibility
- Lead the social media production workflow, leveraging tools including Canva for content design, Agora Pulse for scheduling, and effective copywriting, ensuring alignment with management approvals
- Support event logistics by conducting research, communicating with vendors, and navigating event planning via Cvent
- Manage newsletters, security alerts, and bulletins using HubSpot, WordPress, and Microsoft SharePoint, ensuring accurate dissemination of information and enhancing communication efficiency

Event and Marketing Assistant

January 2024 – December 2025

Government and Community Relations | Rochester Institute of Technology | Rochester, NY

- Designed marketing materials including print assets, digital content for social media, emails, and event signage
- Managed social media posts including writing copy, scheduling posts, tracking KPIs, interacting with followers, etc.
- Compiled data and maintained event-related databases/tracking tools including Excel and other internal RIT platforms
- Coordinated service department requests and handled exhibitor logistical needs

Corporate Marketing Intern

June 2024 – September 2025

ICF International | Reston, VA

- Contributed to the creation and publishing of marketing and communications materials
- Conducted research on target audiences, competitors, and industry trends to help develop effective marketing strategies
- Conducted basic analysis of marketing data and key performance indicators to measure the success of campaigns

Enrollment Marketing Assistant

March 2023 – January 2024

Enrollment Management | Rochester Institute of Technology | Rochester, NY

- Designed various flyers, graphics, and presentations for the promotion of RIT events and programs following brand guidelines
- Utilized Brandwatch's Social Media Management tool to create, schedule, and publish content on RIT Admissions' social media

Station Standards Intern

May 2023 – August 2023

Amtrak | Washington, DC

- Collected, analyzed, and presented employee survey feedback to extract needs and opportunities for communication improvements
- Researched, created, and edited training job aids, policy, and procedure documents

LEADERSHIP

Vice President

August 2022 – May 2025

American Hotel and Lodging Association at RIT | Rochester, NY

- Communicated with other executive board members to plan and organize trips to varied industry events/conferences
- Assisted with the scheduling and running of club meetings, and provided on-site support during university events

Marketing and Communications Chair

August 2022 – May 2024

Women in Business at RIT | Rochester, NY

- Wrote weekly emails and ran polls about upcoming meetings/events to keep all members informed
- Designed various graphics and took photographs of Women in Business events to promote the club's activities on social media
- Communicated with other executive board members to plan and carry out bi-monthly activities

RELATED PROJECTS

Chapter & Charm Marketing Campaign

Aug 2024 – Dec 2024

Canon University Inkjet Program | MAAT 106: Typography and Page Design | Rochester Institute of Technology

- Ideated and developed branding for a fictional company, Chapter & Charm, a library hotel
- Designed a seven-piece promotional pocket folder application to advertise Chapter & Charm for the fall season, utilizing Adobe InDesign, Illustrator, Photoshop, and iStock photos
- **Awarded 2nd place**; top two winners have their marketing folders printed and utilized as sales tools at Canon industry events

TECHNICAL SKILLS

- Adobe InDesign, Illustrator, and Photoshop; Canva, Agora Pulse, HubSpot, Wix, Microsoft Office Suite, Google Workspace