

# MANDY KAYLOR

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*Driven by a curiosity for different cultures and a desire to bridge gaps through innovative design and storytelling.  
Friendly and inclusive. Adept at organization, focus, and self-motivation.*

## EDUCATION

**Bucknell University – Freeman College of Management** (Cumulative GPA: 3.95/4.0)  
*Bachelor of Science in Business Administration*

**Lewisburg, PA**  
*Graduating May 2025*

- Double Major: Markets, Innovation & Design and Spanish Majors, Dance Minor
- Awards: The President's Award for Distinguished Academic Achievement, Dean's List, Dance Arts Merit Scholarship
- Involvement: Beta Gamma Sigma Business Honor Society, Alpha Lambda Delta Honor Society, Teaching Assistant (Marketing 201), Bison Girls Dance Team (Captain/Social Chair), Dance Company (Choreographer/Performer)
- Ambassador and Tour Guide all four years. Acknowledged in a personal email from the President of Bucknell University as being a top school ambassador

**University of Granada – Junior Semester Abroad (Spring 2024)**

**Granada, Spain**

- Immersed myself in the Spanish culture and gained a global perspective through extensive travel throughout Europe
- Managed Instagram account to promote program which resulted in a 500% increase in participants for Spring '25
- Appointed to advisory committee to provide guidance and support for the planning and execution of Bucknell en España

## WORK EXPERIENCE

**Summit Adaptive Sports, Non-Profit**

**New Hartford, CT**

*Marketing & Website Design Intern*

*Summer 2024 - Present*

- Designed a comprehensive, ADA compliant website to promote mission, attract athletes with disabilities, recruit volunteers, acknowledge sponsors and donors, and maintain an extensive calendar of events that surpassed 1500 site sessions in the first 90 days after site launch
- Conceptualized complete print marketing campaign including brochures, presentations, impact reports, and newsletters
- Boosted online visibility and engagement by capturing event photography and video content for social media channels

**Mandy Kaylor Marketing**

**Simsbury, CT**

*Freelance Marketing Strategist & Web Designer*

*Summer 2024 - Present*

- Founded website design business in Wix platform to develop custom websites for five diverse clients (town performing arts center, antique store, musician, vineyard, and actor)
- Actualized client's vision, delivering tailored designs, and consistently exceeding expectations

**The Children's Place: Corporate Headquarters**

**Secaucus, NJ**

*Social and Brand Marketing Intern*

*June 2023 – August 2023*

- Developed posting strategies for company's four brand social media accounts, totaling 1.5M followers across Instagram and 3.5M followers across Facebook (The Children's Place, Gymboree, Sugar & Jade, PJ Place)
- Brainstormed posting concepts for celebrity/influencer campaigns (Jonas Brothers, Mandy Moore, and Mariah Carey)
- Researched and analyzed competition to identify market trends and gain a competitive edge
- Presented new ecommerce initiatives to members of the senior leadership team, including company CEO

**Slam, The Dance Studios of Barcelona**

**Barcelona, Spain**

*Business Administration and Marketing Global Intern*

*May 2022 – July 2022*

- Spoke Spanish exclusively each day while collaborating on social media platform promotional strategies
- Assistant stage-managed (in Spanish) Fin de Curso, with over 1,500 performers and 5,000 spectators
- Coordinated dance studio events including summer camps and fall registration for two in-city studio locations

**Inspiring Children Foundation, Nonprofit**

**Las Vegas, NV**

*Associate Executive Director Intern*

*(Gap Year before College) August 2020 – March 2021*

- Guided 150 at-risk teens through growth mindset teachings, project driven learning, academic success and mentorship
- Organized charity events with singer/songwriter Jewel, Apple co-founder Steve Wozniak, and Sir Richard Branson

## ADDITIONAL INFORMATION

- *Skills:* Website development, digital marketing, video editing, music editing, photography, event organization, social media
- *Computer:* Google Workplace, Canva, Microsoft Excel Certifications, PowerPoint, Teams, Wix, Squarespace, Mailchimp
- *Languages:* Fluent in English, highly proficient in Spanish, basic French
- Rustic Pathways Community Service Volunteer: 16-Day service trip to Dominican Republic, Summer 2019