

# KAYLA FOX

520 GARWOOD DRIVE • CHERRY HILL, NJ 08003 • KAYLAF222@GMAIL.COM • (856)701-0344

## SUMMARY OF QUALIFICATIONS

An Advertising major specializing in public relations, online marketing, creating advertisements, and writing press releases and proposals.

## EDUCATION

### *Bachelor of Advertising*

Rowan University

- **Minor:** Sociology

May 2019

Glassboro, NJ

### *High School Diploma*

Cherry Hill School East

- **Activities:** Color Guard Co-Captain, Photography Club
- **Honors:** Character Education Student of the Month, Red and White Award - \$100 scholarship

Graduated May 2015

Cherry Hill, NJ

## WORK EXPERIENCE

### **Secretary / Advertising Chair**

September 2017 – May 2019

Rowan Hillel Jewish Community Service Organization

Glassboro, NJ

- Prepared and disseminated 10 monthly flyers and social media posts on Instagram and Facebook to advertise Shabbat events and service projects for a Jewish community-service organization to promote attendance to a community of 75 members.
- Managed one social media chairperson by answering questions, ensuring accuracy of flyers, issuing flyers in a timely manner, and getting the stamp of approval by the school's SGA during weekly check-ins.
- Performed set up for Shabbat events by managing volunteers, finding speakers, putting up decorations, coordinating games and activities, and setting up food service.

May 2018 – August 2018

### **Social Media Intern**

Lindenwold, NJ

Center Stage Entertainment

- Created advertisements for Landmark bar/restaurant for two of its Pennsylvania locations that would be published on Facebook and Instagram.
- Scheduled the days and times the ads would be released to the public.

### **Social Media/Advertising Intern**

September 2018 – November 2018

Premier Outdoor Media

Mount Laurel, NJ

- Helped revamp the company's social media accounts after changing names.
- In charge of posting creatives on Instagram, Facebook, Twitter, and LinkedIn. Followed the clients we worked with on all social media platforms and other billboard and advertising agencies as well.
- Helped out with filing contracts and inputting contracts into the computer system.

## ADDITIONAL WORK EXPERIENCE

### **Server, Pizzaria Uno**

May 2018 – August 2018

### **Server, Pizzeria Uno**

July 2017 – August 2017

### **Server, T.G.I. Fridays**

May 2017 – July 2017

### **Teacher's Assistant, M'Kor Shalom Synagogue**

September 2012 – May 2015

## ACADEMIC PROJECTS

### **Account Planning Project**

September 2017 – December 2017

- Created an advertising and public relations plan for a local business owner by creating a website outline and planning Instagram page improvements to expand their followers from 20 to 50 people.independent projects

### **Co-founder of Inaugural Red and White Night**

April 2015

- Planned a spirit event for the entire school population by coordinating two team members and designing activities.

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## TECHNICAL SKILLS

- **Software:** Microsoft Excel, Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, Adobe Photoshop
- **Social Media Management:** Twitter, Facebook, Snapchat, Instagram, Pintrest
- **Foreign Languages:** Spanish – Basic
- **Marketing:** Message Development and Placement, Targeting Audiences, Media Relations, Public Outreach, Strategy Development, Stakeholder Communication, Social Media Marketing
- **Written Communication:** Editing, Fact Checking, Copywriting, Proofreading, MLA, AP, Blogging, FAQs, Reporting, Advertising Copy, News, Features, Columns, Press Releases, Newsletters, Proposals, Memos, Reports