

Kaitlyn Ann Cosenza

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EDUCATION

Texas Christian University

Bachelor of Arts in Communication Studies

General Business Minor

Spanish and Hispanic Studies Minor

Fort Worth, TX

Graduated May 2017

PROFESSIONAL EXPERIENCE

TCU Athletics, Fort Worth, TX

Fall 2016 – Spring 2017

Content Strategist

- Prepare weekly social media platform reports that reflect posts from the last week
- Assist in planning and carrying out new strategies for fan involvement
- Collaborate with other departments on how to grow and expand the TCU fan base via social media
- Strategically plan and develop game day posts on all social media platforms
- Manage and train team of interns for content creation and sporting event coverage

Texas Motor Speedway, Fort Worth, TX

Spring 2016 – Fall 2016

Marketing Intern

- Organized Twitter, Facebook, Instagram and website analytics into weekly Excel spreadsheets
- Attended weekly Marketing Management and Creativity meetings
- Coordinated marketing campaigns and social media strategies for the rebranding of a NASCAR race at Texas Motor Speedway
- Conducted research and created informational resources to relay project tasks

Younique Corporation, Newport Beach, CA

February 2015 – Present

Independent Younique Presenter

- Develop a social media strategy to increase the following of my company website
- Promote high-quality products while uplifting, empowering, and building women's own self-esteem

Esoteric Events, Newport Beach, CA

Summer 2014

Assistant Event Coordinator

- Planned social, corporate and wedding events throughout the greater Los Angeles and San Diego area.
- Managed multiple projects while maintaining ability to work effectively in a fast-paced environment

INTERNATIONAL INVOLVEMENT

Study Abroad, Sevilla, Spain

Summer 2015

Study Abroad, St. Petersburg, Russia

March 2016

CAMPUS AND COMMUNITY INVOLVEMENT

TCU Rangers, Member

Fall 2014 – Spring 2017

Kappa Kappa Gamma, Active Member

Fall 2013 – Spring 2017

Public Relations Committee, Philanthropy Committee, Education Committee

Fall 2013, Spring 2014, Spring 2016

La Mesa Hispánica, Member

Fall 2013 – Spring 2017

SKILLS

- Bilingual in Spanish and English
- Microsoft Office, Excel, PowerPoint
- Facebook, Instagram, Twitter, Reddit
- Adobe Cloud: Illustrator, InDesign, Photoshop
- Creative Processing
- Excellent written and oral communication skills
- Create, execute, and implement strategic marketing plans
- Basic understanding of Hootsuite and Pixlr
- Produce iMovie videos
- Website creation skills with Wix and Canva