



KYE ROBINSON

Marketing Strategist

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EDUCATION

BA Business Administration
with a Concentration in
Marketing

Shawnee State University
2021-2025

SKILLS

- Canva
- Digital Content Creation
- Marketing Research
- Marketing Strategy
- Microsoft Office Suite
- Professional Public Speaking
- Retail Sales
- Social Media Management
- Time Management

LANGUAGE

English

AWARDS

Dean's List Aug. 2021-May 2025

SUMMARY OF QUALIFICATIONS

- In-depth academic preparation in marketing research and analytics, digital and social media marketing, communications, advertising, management, and sales.
- Proficient skills with multiple online software's, including Microsoft Office, Excel, and Canva.
- Over one year of experience in human resources and corporate compliance assisting.
- Front-line experience with consumers in retail sales.

WORK EXPERIENCE

June 2025-August 2025

Appalachian Marketing & Media

Marketing Strategist Intern

- Research new markets and conduct competitive analyses.
- Create strategic positioning and actionable marketing plans.
- Create a buyer persona guide for AM&M's marketing segments.

August 2024-May 2025

Shawnee State University, Office of Marketing and Communications

Content Creation Intern

- Interview students and faculty.
- Create content based on the interviews for the school website.

August 2022-May 2025

Shawnee State University

Marketing Student

- Created and presented marketing proposals to real-life clients.

September 2023-February 2025

RRS Ohio Drug and Alcohol Counseling

Human Resources & Corporate Compliance Assistant

- Document employee forms.
- Help with new employee orientation.
- Conduct Human Resources investigations.

REFERENCES

Abe Barcus

Appalachian Marketing & Media / COO

Phone: (740) 534-8261

Email: abe.barcus@appmktmedia.com

Lindsey Butcher

Marshall Health Network
Arena and Convention
Center

Phone: (740) 744 8385