

Kyle Javier

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EDUCATION

University of Rhode Island, Kingston, RI *Sept. 2015 – May 2021*
Bachelor of Arts in Public Relations with a General Business Minor

WORK EXPERIENCE

PAT'S PASTURED, East Greenwich, RI *Dec. 2020 – Apr. 2020*
Social Media Marketing Intern

- Attended weekly meetings with owner and upper management planning weekly spreadsheets
- Maintained and updated all social media platforms including, Instagram, Facebook, LinkedIn, and their website
- Created a Linktree on their Instagram profile
- Created and connected their LinkedIn platform
- Implemented marketing and promotional tactics
- Analyzed analytics to gauge the success of each campaign
- Monitored online presence of the company and engaged to create strong customer relations
- Conducted a mail-home survey on customer demographics

RELEVANT COURSEWORK

Sept. 2015 – May 2021

- Writing through electronic environments
- Journalism- writing for publication
- Global, Micro, Macro Marketing
- Strategic Media Relations
- Marketing Principles
- Conducted marketing campaigns, press releases, pitches, and media advisory reports

EXTRACURRICULAR

- Public Relations Student Society of America (2019- 2021)
- Lambda Chi Alpha Eta Zeta Chapter- Involved with multiple philanthropy events (2015-2021)
- Domestic Resource Violence Center- Assisted with content creation and promotion for Domestic Violence Awareness Month (2019)
- Food Drive (2015-2021)
- Stage Manager for 'A Very Potter Musical' (2019)
- Rhode Island's Save the Bay- International Coastal Clean Up (2019)