

Kayleigh M. Caruso

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EDUCATION

The University of Iowa | Tippie College of Business | Iowa City, IA

Graduation Date: May 2025

Major: Marketing | **GPA:** 3.38/4.0

Awards: Dean's List (Fall 2022), Panhellenic Scholar of the Month (December 2023), & Dean's List (Fall 2024 & Spring 2025)

Technical Skills: One Drive, Canva, PowerPoint, Word, Excel, Basecamp, and Slack

Hobbies: Reading, Pickle Ball, Intramural Volleyball, Pilates, Cooking, and Traveling

EXPERIENCE

Development Intern | Hope the Mission | Los Angeles, CA

June 2024-August 2024

- Supported donor engagement through personalized communications, thank-you letters, and event invitations
- Managed general office duties to support the development team consisting of 9 members
- Collaborated on organizing fundraising events, including logistics, volunteer coordination, and outreach

Lifeguard | University of Iowa Campus Recreation and Wellness Center | Iowa City, IA

January 2022 – July 2024

- Demonstrated crucial attention in performing pool maintenance tasks and noting chemical level data during shifts
- Implemented a comprehensive active surveillance program, reducing emergency response time by 40%
- Utilized interpersonal skills when interacting with patrons and enforcing safety policies
- Mentored 8 new hires by thoroughly explaining tasks and responsibilities, alertness, empathy, and decision making

Independent Childcare | Caregiver | LaGrange, IL

Summers 2022 & 2023

- Fostered the development of 4 children ranging from 18 months to 8 years by planning and preparing engaging activities to develop fine motor skills and age-appropriate activities
- Utilized Excel to plan out various household tasks and organize weekly chores as well as other errands

PROJECTS

Introduction to Marketing Strategy | Iowa City, IA

April 2023

- Drafted a new shoe insert product with other 5 group members and presented the product to the Wilson Sporting Goods management team

LEADERSHIP & INVOLVEMENT

Volunteer | Children's Hospital Los Angeles | Los Angeles, CA

July 2024

- Coordinated merchandise distribution for ambassador and teen ambassador teams, supporting outreach and fundraising initiatives for the hospital
- Provided comfort and joy to pediatric patients by distributing free toys in the hospital lobby, enhancing their experience before doctor appointments
- Facilitated a welcoming environment by offering beverages to nurses, patients, and family members on hospital floors, fostering a sense of community and support

Education Vice President | Gamma Phi Beta Sorority | Iowa City, IA

August 2022 – January 2024

- Supervised nine departments within the Education Department, overseeing the planning and execution of academic programs and initiatives for 160 chapter members
- Developed an academic support system, including peer tutoring and study groups, to promote academic success and retention within the chapter, resulting in an improvement in overall retention rates by 10% within the chapter
- Established strategic partnerships with campus resources and sorority advisors, tailoring academic support for members facing challenges; innovated custom study groups and tutoring sessions, resulting in a 25% increase in GPA scores

Recording Secretary | Gamma Phi Beta Sorority | Iowa City, IA

November 2021 – August 2022

- Documented and maintained accurate records for member attendance, chapter business meetings, executive council meetings, proceedings, and decisions within the organization
- Implemented a new digital record-keeping system, improving accessibility for chapter members and seven executive members

Active Member | Gamma Phi Beta Sorority | Iowa City, IA

August 2021 – May 2025

- Contributed to chapter initiatives by actively participating in philanthropy events, community service, and sisterhoods
- Promoted the sorority's values and mission on campus through engagement in leadership and development and chapter traditions