

Kaitlyn Johnson

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EDUCATION

The University of Scranton

Bachelor of Arts in Business Communication | Minor in General Business

Scranton, PA

Anticipated Graduation May 2027

- GPA: 3.84/4.0 | Rho Tau Eta Communications Honor Society

WORK EXPERIENCE

Dell Technologies

Hopkinton, MA

Undergraduate Intern – AI Select Services TPO

May 2026 – August 2026

- Managed the complete rebranding of the AI Select Services TPO Marketing Deck, updating materials to better reflect an updated scope of services and maintain consistent team positioning
- Contributed to client-facing work on a \$1.3 billion engagement

The University of Scranton

Scranton, PA

Executive Chair, University of Scranton Programming Board

May 2026 – Present

- Direct 2 Vice Chairs and 16 Committee Chairs in executing large-scale campus events, managing event timelines, marketing efforts, budget allocation, and vendor partnerships
- Serve as the primary liaison between the student body, university leadership, and external agencies

Chief of Staff, University of Scranton Student Government

May 2025 – Present

- Provide strategic leadership for the planning and execution of semi-annual Grocery Bingo event, managing budgeting, logistics, and directing Cabinet and Senate support, achieving YOY attendance increase of 9.8%
- Lead marketing, logistics, and operational execution of bi-annual Student Government Elections

Vice Chair of Special Events, University of Scranton Programming Board

May 2025 – May 2026

- Oversaw Campus Traditions, Novelty & Variety, and Mission committees, managing budgets, event logistics, and board development
- Supported committee marketing efforts to maximize event awareness and attendance

Career Relations Intern, Roche Family Center for Career Development

January 2025 – May 2025

- Supported planning and logistics of the Spring 2025 Career Expo
- Executed targeted outreach to students, campus organizations, and employers to drive attendance

Coach

Riverhead, NY

Sales Associate

June 2024 – January 2026

- Engaged customers with personalized, brand-aligned recommendations, enhancing client experience
- Maintained knowledge of Coach products, new arrivals, trends, visual standards, and promotions
- Drove store success by achieving individual and team sales goals, surpassing December 2025 individual sales goal by 201%

PROFESSIONAL DEVELOPMENT PROGRAMS

National Basketball Association (NBA) - Future Sales Stars

February 2026 – June 2026

- Selected for virtual development program focused on ticket sales and corporate partnership strategy in the NBA

LEADERSHIP EXPERIENCE

Dell Technologies, Campus Advocate

September 2026 – Present

Rho Tau Eta Communications Honor Society, Director of Data & Records

September 2026 – Present

The Men & Women for Octaves, President

April 2025 – Present

THRIVE, First-Generation Student Coordinator

May 2024 – May 2025