

EDUCATION

University of Colorado at Boulder – Leeds School of Business

May 2017

Bachelor of Science Business Administration with an emphasis in Marketing

- **Relevant Courses:** Business Statistics, Buyer Behavior, Marketing Research, Product Strategy, Pricing Channels of Distribution, Advertising and Promotion Management, and Digital Marketing
- **Relevant Project:** Product Strategy Project – SHERPA
Worked in a small team to create the marketing campaign for a GPS trackable phone case including the IMC report, a sales forecast for the product, promotional launch plan, target market analysis, and created a product prototype using a 3D printer

PROFESSIONAL EXPERIENCE

LocaWild, Denver, CO

May 2017 – Present

Social Media Account Coordinator

- Develop compelling and engaging content for social media platforms within the company including on Facebook and Instagram
- Organize and schedule a content calendar with daily posts for all social media platforms
- Help create marketing strategies for all social media marketing with the founder of the company
- Monitor all social media accounts daily to maintain mentions and social interaction with followers

Steele Athletics - Denver, CO

May 2017 – Present

Cheerleading Coach

- Teach athletes proper tumbling and stunting technique
- Mentor and coach a competitive cheerleading team preparing them for the competition season with a level appropriate routine
- Work alongside other coaches to make the gym a positive environment
- Lead the assigned cheer team by inspiring the athletes to perfect techniques and work hard to develop their skills

Target - Boulder, CO

June 2015 – September 2016

Cashier

- Utilized the company's promotions and evaluated what made customers happy for future visits
- Ensured guests had a fast and efficient checkout experience
- Gained customer service skills by interacting with customers, answering questions and resolving issues
- Excelled in a fast paced environment by multi-tasking to complete assigned duties and always ensuring customer satisfaction was priority
- Expanded teamwork skills working with a diverse team of peers in order to keep the people happy and the business operating smoothly

SkyZone Indoor Trampoline Park - Anaheim, CA

May 2014 – August 2014

Court Monitor

- Interacted with the consumers while they used the facility and observed what made their experience great
- Monitored and Ensured the safety of all guests
- Strengthened customer service skills through interactions at the cash register and resolving any issues at hand
- Reinforced teamwork skills by interacting with both clientele and staff to ensure all aspects of the business ran smoothly

EXTRA CURRICULAR & LEADERSHIP ACTIVITIES

Competitive Cheerleader

May 2008 – Present

- ❖ Devote 15+ hours a week in addition to being a full-time student
- ❖ Accept constructive criticism from coaches and teammates to improve skills
- ❖ Advanced proficiency and knowledge in tumbling and stunting
- ❖ Compete at the Cheerleading World Championships for 5 years and have placed in the top 5
- ❖ Compete at the National Cheerleading Association competition for 5 years and have won a National title

Kyle Brink

Fellows Program - Bridgehouse – Ready To Work Program

September 2016 – January 2017

- ❖ Paired up with a non-profit that was seeking business expertise to better their program to give the homeless people of Boulder a chance to acquiring an education and obtaining a job helping them off the streets
- ❖ Received an award from the Leeds Student Council for the best project and presentation

CU American Marketing Association

August 2013 – May 2017

- ❖ Developed and applied marketing tactics for a business project to promote a product for the school to help raise money for the club
- ❖ Listened to guest speakers from popular businesses to get their insight within the marketing field

Advertising Club

August 2015 – May 2017

- ❖ Connected with the industry by meeting professionals and touring local ad agencies

Young Alumni Mentors Program

August 2015 – May 2017

- ❖ Linked with a professional in g industry to get their insight into planning for after graduation to find desirable careers

PROFESSIONAL SKILLS and TRAITS

- ✓ Highly Proficient with PowerPoint, Word, and Excel
- ✓ Strong knowledge of social media including FaceBook, Twitter, and Instagram
- ✓ People Oriented
- ✓ Patient and Empathetic
- ✓ Motivated by Teamwork
- ✓ Good at Reconciling Factions
- ✓ Organized
- ✓ Adds Stability
- ✓ Dependable Team Player
- ✓ Service Oriented
- ✓ Flexible
- ✓ Concerned about Quality

Kyle Brink