

## Kyle Leon

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Digital Marketing | Social Media Management | Market Research | Public Relations | Advertising  
Analytical | Adaptable | Communication | Creative | Collaborative

### EDUCATION

#### Pace University, Lubin School of Business

New York, NY

Bachelor of Business Administration (BBA)/ Masters in Science (MS) –

May 2025

Digital Marketing, Social Media Marketing

Minor - Finance, General

Honors: Dean's List

GPA: 4.0

#### CUNY Baruch College

New York NY

Earned 49 credits toward a degree in Accounting

August 2021 – June 2022

### RELEVANT COURSEWORK

Advanced Marketing Management | Strategic Digital Marketing | Visual Analytics | Business Strategy | Marketing Research | Principles of Marketing | Advertising Strategy | Contemporary Business Practice | Social Media in Marketing | International Advertising & Promotion | Business Analytics | Managerial Concepts | Financial Accounting | Managerial Accounting | Global Networking Technology | Social & Mobile Market | Advertising & Sales Promotion | Interactive & Direct Marketing | Consumer Behavior | Customer Intelligence | Database Management Systems

### EXPERIENCE

#### happy thoughts :) & Big Signal

New York, NY

Marketing & Content Creation Intern

February 2024 – May 2024

- Demonstrated familiarity with social media platforms, actively participating in the creation and execution of digital marketing campaigns.
- Contributed to content creation, managing social media accounts, and ensuring consistent brand messaging across various platforms.
- Executed day-to-day marketing operations, including market research, sales support, and the development of innovative marketing strategies.
- Utilizing strong communication skills; effectively collaborated with the team to ensure seamless project execution, contributing to successful pitches and business development.

#### Pace Zine Library

New York, NY

Undergraduate Research Assistant

January 2024 – May 2024

- Analyze current event holdings to determine how the Pace zine collection could be expanded.
- Reviewed pamphlets, articles, interviews, photographs, artwork, etc.
- Researched how the collection can become more inclusive.
- Lead initiatives to attract more students, encouraging them to both view and contribute to the library's dynamic zine collection.

#### Leon Website Creation

New York, NY

Owner/Founder

June 2017 - Present

- Create up to five websites for a variety of businesses to assist in driving sales and visibility.

- Update the websites of current clients to display new features and information.
- Developed sites for spas such as Real Beauty Salon and M&C Spa that have increased revenues by nearly 20% and allow for on-line appointment bookings.
- Utilize Google Analytics to improve clicks and followers and employ search engine optimization techniques.
- Create advertisements for clients to reach multiple audiences.

### **First Class Marketing/AT&T**

**Farmingdale, NY**

Marketing Intern

May 2023

- Engage face-to-face daily with potential new consumers and educate them on current promotions.
- Represent the brand through retail marketing campaigns.
- Interact with retail consumers, while targeting niche audiences and provide quality customer service.
- Act as a point person for all consumer relations; Generate leads and drive sales.

### **Starbucks**

**Westbury, NY**

Retail Salesworker

April 2021 – Present

- Engage with customers to promote new products and seasonal offerings, enhancing customer loyalty and repeat business.
- Build strong customer relationships by providing personalized service and remembering regular customers' preferences.
- Greet customers and processed financial transactions accurately in a timely fashion.
- Created an ad campaign aligning zodiac signs with customized drinks and displayed information on street visible signage to increase store traffic and sales.
- Memorized over 100 beverage formulations
- Awarded "Partner of the Quarter" for delivering outstanding customer service.

### **LICENSES / CERTIFICATIONS**

Fundamentals of Digital Marketing - Google  
 Bloomberg Marketing Concepts - Bloomberg  
 Lululemon Omnichannel Marketing - Forage  
 Foundations of Digital Marketing and E-commerce - Coursera  
 Social Media Marketing - HubSpot Academy  
 Digital Marketing - HubSpot Academy  
 Learning MySQL Development – LinkedIn Learning

### **ACTIVITIES / VOLUNTEER WORK**

**Red Cross - Volunteer**

**Westbury, NY**

**Tzu Chi Chinese School - Volunteer**

**Oyster Bay, NY**

### **SKILLS**

**Technical:** Microsoft Office Suite (Word, Excel, PowerPoint), Google Ads, Visual Studio Code, HTML, JavaScript, Canva, My SQL

**Language:** Fluent in Mandarin, Conversationally in Spanish