

Kaitie McKinney

Nashville Metropolitan Area | 708-264-0320 | kaitiemckinney98@gmail.com

DEVELOPER | RESTORATIVE | INCLUDER | POSITIVITY | BELIEF

Education

BACHELORS BUSINESS ADMINISTRATION | PRESENT (SPRING 2025 ANTICIPATED GRADUATION) | AUSTIN PEAY STATE UNIVERSITY

- Major: Marketing & Minor: Event Planning

ASSOCIATES OF SCIENCE | DECEMBER 2020 | AUSTIN PEAY STATE UNIVERSITY

Experience

DIGITAL INSIGHTS SPECIALIST | GIRLFRIDAY BUSINESS SOLUTIONS | NOVEMBER 2024 – PRESENT

- As a Digital Insight Specialist, I analyzed marketing trends and consumer engagement metrics to optimize strategies. I conducted research, managed social media analytics, website performance, and SEO reporting, and provided actionable recommendations to enhance digital presence and marketing effectiveness.

STUDENT ENGAGEMENT AMBASSADOR | APSU STUDENT LIFE & ENGAGEMENT | APRIL 2024 - PRESENT

- Guiding undergraduate and graduate students into being involved in student organizations as well as coordinating and hosting events within the office of Student Life and Engagement. Formatting and editing communication sent out through email, social media, phone calls and more, while managing social media platforms.

TRANSFER STUDENT LEADER | APSU ANTS CENTER | AUGUST 2023 – DECEMBER 2024

- Helping transfer students transition to a new campus. Sending out emails with updates on registration, financial aid, student involvement opportunities and more. Formatting events and programs for students, faculty and families to attend.

CAMP STAFF | CAMP KIDWELL | JUNE 2013 – JANUARY 2019; MAY 2023 – AUGUST 2023

- Creating lesson plans for ages 4-16, annual first aid & CPR training. Providing childcare as well as equestrian needs for horses. Ensuring hierarchy of needs is met for proper meals and social interaction.

EXECUTIVE ASSISTANT COORDINATOR | GIRLFRIDAY BUSINESS SOLUTIONS | JANUARY 2023 – JUNE 2023

- Assist clients fulfill business goals by monitoring & managing calendars, sending reminders as well as meeting invites. Hold weekly interest meetings for and with clients as well as networking team. Manage and sort e-mails as well as uploading files to platforms such as Asana, Monday, Salesforce, Basecamp, etc..

SOCIAL MEDIA MANAGER AND INTERN | APSU FRATERNITY & SORORITY AFFAIRS | JUNE 2021 – MAY 2023

- Working under the advisor for Fraternity & SorORITY Affairs, managed social media accounts like Facebook, Instagram, and TikTok. Attended workshops, meetings and events, gained networking, communication and leadership skills.

Community & Campus Involvement

MEMBER | NATIONAL SOCIETY OF LEADERSHIP AND SUCCESS | JANUARY 2018 – PRESENT

- PUBLIC RELATIONS CHAIR | MAY 2023 – MAY 2024
- MEMBERSHIP OUTREACH CHAIR | JANUARY 2023 – MAY 2023

MEMBER | SIGMA KAPPA SORORITY – LAMBDA IOTA | FEBRUARY 2020 – PRESENT

- VICE PRESIDENT OF RECRUITMENT | DECEMBER 2021 – DECEMBER 2022
- PUBLIC RELATIONS CHAIR | DECEMBER 2020 – DECEMBER 2022
- VICE PRESIDENT OF ALUMNAE RELATIONS | DECEMBER 2020 – DECEMBER 2021
- SOCIAL MEDIA CHAIR | AUGUST 2020 – DECEMBER 2022

COMMITTEE MEMBER | BARRIERS TO STUDENT LIFE & FUN | SEPTEMBER 2023 – PRESENT

COMMITTEE MEMBER | WOMEN OF CHANGE | OCTOBER 2022 – PRESENT

MEMBER | APSU STUDENT ORGANIZATION COUNCIL | MAY 2023 – MAY 2024

- PRESIDENT | MAY 2023 – MAY 2024
- FINANCE COMMITTEE MEMBER | DECEMBER 2022 – MAY 2023

PRESENTER | ZIEGLER LEADERSHIP FORUM | MARCH 2023 – PRESENT

- PLANNING COMMITTEE MARKETING HEAD | JANUARY 2024 – MARCH 2024/ JANUARY 2025 - PRESENT

ORGANIZATION PRESIDENT | FUTURE ENTREPRENEURS CLUB | AUGUST 2022 – MAY 2023

Accomplishments

2024 STARS COLLEGE STUDENT | ASSOCIATION OF COLLEGE & UNIVERSITY HOUSING OFFICERS - INTERNATIONAL (ACUHO-I) | OCTOBER 2024

DR. JENNIFER MENINGALL ADVOCACY AWARD | OFFICE OF STUDENT AFFAIRS AT APSU | APRIL 2024

STUDENT LEADER OF THE MONTH | STUDENT LIFE & ENGAGEMENT OFFICE AT APSU | SEPTEMBER 2024

OUTSTANDING STUDENT ORGANIZATION MEMBER AWARD | OFFICE OF STUDENT AFFAIRS AT APSU | APRIL 2023

VALOR AWARD | OFFICE OF STUDENT AFFAIRS AT APSU | APRIL 2023

DOUG BARBER SERVICE AWARD | MISS AUSTIN PEAY/MISS QUEEN CITY TENNESSEE VOLUNTEER PAGEANT | OCTOBER 2022

Special Skills

TECHNOLOGY CERTIFIED MICROSOFT INNOVATIVE EDUCATOR | CANVA | ADOBE PLATFORMS | BASECAMP | ASANA | SALESFORCE

SKILLS & ABILITIES EVENT COORDINATION AND PLANNING | PROBLEM SOLVING AND CRITICAL THINKING | LEADERSHIP | CONFLICT MANAGEMENT | RECRUITING | PUBLIC SPEAKING | CONTENT PLANNING AND CREATING | TIME MANAGEMENT | ADAPTABILITY | WILLINGNESS TO LEARN | SALES CALL