

# Kyle Leonia (he/him)

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*Motivated Marketing major hopeful in pursuing a career in the music industry with an innovative passion for collaboration, creativity, and adaptability along with extensive knowledge in content creation and leadership*

## Education

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### University of Central Florida

Fall 2021

Bachelor of Science in Business Administration, *Marketing*

Minor: Digital Media

Bright Futures Medallion Scholar

## Professional Experience

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### TheMrsClutch

Naples, FL

*Social Media Intern*

April 2020- Current

- Helped start up- Instrumental member of a team that established the social media preference for the company.
- Responsible for creating a captivating ad campaign focusing on transforming digital renderings to 3D images.
- Informs Marketing team on current social media trends to help ensure content reaches maximal impressions.

### Central Square Technologies

Lake Mary, FL

*Events and Marketing Intern*

June 2019- November 2019

- Integral for identifying potential opportunities for hundreds of tradeshow through extensive planning and execution.
- Attended weekly team meetings and fostered cross-functional collaboration with interns and full-time employees.
- Gained proficiency in various software including Sales Force.

### Delta Sigma Pi-Theta Sigma

*Vice President of Marketing*

April 2019- December 2019

- Instrumental in content development by creating graphics and flyers for all social media platforms on a weekly basis.
- Increased exposure and engagement by redesigning and updating our chapters website and interface.
- Took initiative and delegated various tasks to committee members to optimize efficiency and individual creativity.

### UCF SLS 1501 Peer Mentor

Orlando, FL

*Peer Mentor*

June 2018- August 2018

- Mentored a class of twenty-six freshman students to help prepare them for college and shared personal experiences.
- Developed strategies and processes with professors for their day-to-day lessons and in-class activities.
- Facilitated and created in-class debates in our common read book and review sessions for the midterm and final exams.

### Sunset Builders of SW Florida

Marco Island, FL

*Administrative Assistant*

June 2014- May 2017

- Assisted in making sure everything in QuickBooks was updated so contractors get paid.
- Uploading client base and crew to Co-Construct.
- Assisted in the process of customers choosing what selections they want for the interior and exterior of their custom homes.

## Community Involvement

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### Knight-Thon

December 2018- Current

*Captain*

- Currently leading a team of 15 participants to raise upwards of \$5,500 for Children's Miracle Network.
- As a participant, raised over five hundred dollars for children and was the highest raiser on our team.
- Took initiative as captain to form, implement, and execute various fundraising events for entire team.

## Skills and Certifications

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- Computer: Certified in Microsoft Office (Word, PowerPoint, Access, Excel), proficient in Canva and Sales Force