

KYRA BARRON

6587 Vixen Court New Tripoli, PA 18066 | barron.kyra@gmail.com | 610-844-7747

Objective: Seeking a position in marketing, promotions, event marketing, and/or related fields contributing knowledge, and eagerness to begin a long term commitment to a goal driven company reflective of personal work ethic

Communications | Community Relations | Microsoft Office | Customer Service | Social Media | Management | Team-Building | Leadership | Media | Events | Research | Multi-Tasking | Sales

PROFESSIONAL WORK EXPERIENCE

- CLEAR CHANNEL AIRPORTS, ALLENTOWN, PA (Brand division of Clear Channel Outdoor specializing in airport marketing campaigns)
Marketing Consultant October 2014-November 2015
 - Coordinated multiple airport marketing programs simultaneously for maximum efficiency
 - Built business relationships via phone, email, and face-to-face to present the opportunity of representation within their community's specific airport
 - Communicated with business personnel including gatekeepers, marketing managers, owners, and C-level executives to meet expectations of the product and service
 - Utilized Microsoft Outlook, Excel, Word and PowerPoint to organize and communicate effectively
 - Researched each market in terms of local trends, businesses, and specialties
- JOONBUG.COM, NEW YORK, NEW YORK (Website for promotions and event planning of top trends focusing on nightlife in America's largest cities)
Event and Marketing Intern June 2014-August 2014
 - Assisted with event production utilizing social media sites including Instagram, Facebook, and Twitter
 - Collaborated with other interns weekly to discuss progress, ideas and difficulties
 - Completed projects in various categories to obtain a well-rounded experience of the industry
- WIUP-FM, INDIANA, PA (Public, commercial free, 1,600 watt student-operated radio station owned by Indiana University of Pennsylvania)
Promotions Director May 2013-May 2014
 - Organized team meetings including delegation of tasks to each member and as a unit
 - Worked closely with station management by attending management meetings and contributing feedback
 - Executed successful events to promote WIUP-FM with assistance of team members
 - Implemented relations with community members for the purpose of hosting events to promote both local businesses and WIUP-FM

EDUCATION

Indiana University of Pennsylvania, Indiana, PA August 2014
Bachelor of Science in Communications Media; Minor in Sociology
3.62 Cumulative GPA; 3.78 Major GPA; Magna Cum Laude
Related course work: Promotions; Graphic Design; Photography; Internet and Multimedia; Research in Communications; Scriptwriting; Women in Media; Instructional Design; Multimedia Production; Electronic Imaging;

VOLUNTEER EXPERIENCE AND AFFILIATIONS

- AMERICAN CANCER SOCIETY May 2015-Present
Lehigh Valley Gala Board Member
Public Relations and Social Media Chair
Auction Chair
- DELTA PHI EPSILON SORORITY Fall 2012-Spring 2014
Public Relations Chair
New Member Educator
Social Chair