

KAYLEE DUONG

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EXECUTIVE SUMMARY

Strategic-minded marketing major at the University of Central Florida with 5 years of leadership experience focused on promoting education and advocacy in ethnic communities. Proven ability to coordinate events and broaden social media outreach through strong team communication and time-management. Strong interest in marketing research, digital marketing, and event marketing.

RELEVANT EXPERIENCE

Earthjustice – Nonprofit Law Practice Orlando, FL (Remote)
Marketing Intern February 2024 - Present

- Develop materials for Owned and Paid channels to bolster the campaign such as engagement quizzes for website and social media, informative TikTok content, and an engagement strategy for the merchandise store
- Strategize graphic, copy, and video content for a month-long social campaign to increase engagement for Earth Month initiatives
- Increase audience acquisition by curating unique SWAG and landing pages for events the company sponsors

Launch That – Digital Marketing Agency Orlando, FL
Digital Marketing Intern August 2023 - December 2023

- Complete SEO tasks related to page production (competitor research, keyword research, content strategy, page tagging, QC, etc.), to social media engagement (responding to comments, creating, and scheduling social posts), and to email marketing (drafting subject lines, drafting email outlines)
- Measure strategy effectiveness by reporting from sources such as: Google Analytics, Google Search Console, SEMRush, Ahrefs, etc.
- Aggregate data for digital marketing reports and track and report on changes in traffic, rankings, and trends

&Barr – Advertising Agency Orlando, FL
Strategy & Innovation Intern January 2023 - May 2023

- Managed 5000+ assets on Sharepoint for the development and organization of agency materials – client case studies (1/mo.), blog content (2/mo.), RFP content, presentation slides, and a total of 100 capabilities brochures/presentations
- Maintain communication efforts during and after the RFP phase to move the opportunity through the sales cycle
- Plan, project manage, and publish company's monthly eNewsletter program to 500 industry professionals via WordPress

Asian Pacific American Coalition at UCF Orlando, FL
President / Vice President / Public Relation August 2021 - Present

- Lead large-scale events by creating project management timelines, securing contracted sponsors and performers, and planning event layout and schedule. With a budget of only \$1500, I more than doubled attendance to 500+ attendees, hosted 16+ performers, and collaborated with 20+ organizations
- Head a 20+ member council to enact plans for crisis monitoring and resolution in response to tragedies in the ethnic community
- Develop research, public-speaking, and conceptual skills by hosting cultural education workshops on APIA sociology and activism

EDUCATION

University of Central Florida, Orlando, FL May 2025
Bachelor of Science in Business Administration, Marketing | Cumulative GPA: 3.9 | Dean's List 2021 - 2023

ADDITIONAL SKILLS

Computer Skills: Microsoft Suite, Google Suite, Canva, Color Grading (Lightroom), Winmo, Hubspot, Asana, Slack, Keynote, Wordpress, Mailchimp, Wrike

Certifications: Google Analytics 4, SEO, Google Ads Display, Excel Essentials Training, Intro to Graphic Design: Photoshop