

# KILEY PETTIT

## CONTACT



+1 (609) 287-4655



kileypettit14@gmail.com



[LinkedIn](#)



[kileypettit.com](http://kileypettit.com)

## EDUCATION

**College of Charleston:** Charleston, SC  
**Honors Bachelor of Arts (BA): Communication**  
Minors in Marketing and Dance

College of Charleston Honors College  
Graduation Date: May 2024  
GPA: 3.87, Magna Cum Laude

**Sant'Anna Institute:** Sorrento, Italy  
**Study Abroad**  
January 2023-May 2023

## CERTIFICATIONS

**Google Digital Garage**  
Fundamentals of Digital Marketing Certification

**Hootsuite**  
Social Marketing Certification

**Sprinklr**  
Sprinklr Research Analyst Pro

## AWARDS

**Phi Kappa Phi**  
Member, National Honor Society

**Lambda Pi Eta**  
Member, National Communication Honor Society

## SKILLS

Canva  
WordPress  
SEO  
Social Media  
Content Creation  
Digital Publishing & Writing  
Graphic Design

Self-motivated and creative professional with strong interests in journalism, social media, digital marketing, and brand development through strategic storytelling. Passionate about experiential learning, creative writing, and documenting travels. Highly adaptable, and thrives in fast-paced, collaborative environments. Proficient in social media content creation, digital publishing, and metrics analysis, with expertise in SEO, Canva, and WordPress.

## RELEVANT EXPERIENCE

### Digital Marketing Intern

Aug 2023- Dec 2023

**The Local Palate:** Charleston, SC

- Authored and published five original articles, including two features and three travel guides, on the food, travel, and culture magazine's website.
- Collaborated with the digital editor to increase posting frequency by digitizing six articles and recipes daily, utilizing skills in editing, WordPress, and SEO.
- Boosted Pinterest engagement by +25% in saves (6.9k total), +12% in outbound clicks (6.06k total), and +1.3% in impressions (1.54M total).

### International Communications Intern

Jan 2023- May 2023

**Villa Silvana:** Sorrento, Italy

- Developed and executed a long-term brand and social media marketing strategy to enhance engagement and expand the luxury hotel venue's follower base.
- Created and scheduled compelling content for Instagram and TikTok, focusing on the venue, target market, industry trends, and offerings.
- Evaluated social media analytics weekly using Insights to ensure strategy effectiveness and success.
- Increased reach by +10.4K accounts, boosted impressions by +172%, and grew engagement by +164% (+3,960 followers).
- Navigated an international in-person work environment, overcoming language and cultural barriers.

### Campus Manager

Feb 2022- Jan 2023

**Fresh Prints:** New York, NY (remote)

- Spearheaded, cultivated, and marketed a custom apparel business on the CofC college campus.
- Generated over \$24K in clothing sales during Fall 2022.
- Provided exceptional customer service, fostering client relationships through positive interactions both in-person and online.
- Developed expertise in entrepreneurship, sales, and supply chain management through overseeing the complete order process and wholesale ordering.

## LEADERSHIP EXPERIENCE

### Martin Scholar

Aug 2023- May 2024

**College of Charleston:** Charleston, SC

- Selected for a prestigious scholars program recognizing top senior Communication students for leadership and mentorship.
- Networked with industry professionals through site visits, events, class discussions, dinners, and mixers.
- Participated in career development initiatives, including resume and LinkedIn workshops, and one-on-one mentoring sessions.