

KYLIE DIXON

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EDUCATION

Bachelor of Science in Luxury Brand Marketing & Management, Minor in Public Relations
Sigmund Weis School of Business, [Association to Advance Collegiate Schools of Business] [AACSB] accredited
Susquehanna University, Selinsgrove, PA
Awards: Trustee Scholarship
Dean's List: Fall 2023, Spring 2024, Fall 2024, Fall 2025

Graduating May 2026

GPA: 3.47/ 4.0

RELATED WORK EXPERIENCE

Sales Associate, Pandora Jewelry, Tanger Outlets, Hershey, PA May 2025-Present

- Deliver expertise by engaging with clients to understand their needs and provide personalized recommendations
- Train and mentor new team members on product knowledge, customer service techniques, and sales procedures to ensure consistent brand standards and team performance
- Process transactions efficiently using tablet POS system, manage returns and exchanges, and support daily store operations including closing procedures

Social Media Marketing Intern, Paris Beyk, Remote-United Kingdom May 2025-July 2025

- Conducted influencer market research and collaborated with Paris, a relationship and confidence influencer, to define brand strategy and content tone for her TikTok and YouTube accounts
- Supported the successful launch of *Adviceuntold* TikTok and *parisbeyk* YouTube channel by managing cross-platform content, including scheduling and repurposing videos
- Contributed to audience growth by curating high engagement visuals and optimizing content strategy, helping gain 1,000+ TikTok followers and launched new YouTube channel within two months

Study Abroad Internship, Hain Celestial, London December 2024-January 2025

- Collaborated with fellow students to develop and complete a consulting project for Ella's Kitchen branch
- Compared the company's impact reports to their competitors in order to offer business recommendations
- Performed competitive gap analysis to identify differences among other businesses and found opportunities to expand company growth and improvement

CAMPUS INVOLVEMENT AND VOLUNTEER

Lookbook Committee, Luxury Brand Marketing Club September 2024-Present

- Designed a page of outfits for a feature in the Susquehanna University 2024-2025 Luxury Brand Lookbook by contacting, interviewing and styling a student model

Co-Vice President of Service, Alpha Phi Omega December 2023-December 2024

- Supervised members' semester volunteer hours and implemented plans for those who didn't complete the mandatory 30 hours per semester
- Personally accumulated 182 service hours since Spring 2023

New Member Education Executive, Alpha Phi Omega September 2023-December 2023

- Increased membership 21 percent by planning and leading five social events for campus-wide recruitment week

Treasurer, Alpha Phi Omega January 2025-May 2025

- Authorized and managed spending for chapter events during the semester and facilitated with reimbursements
- Arranged for members to pay semester dues and tracked payments

ATHLETICS

Division III Cross Country and Track and Field, Susquehanna University August 2022-Present

- Devote 25 hours per week to training, races, and team responsibilities as a fourth-year student
- Earned competition spot for NCAA Mid-Atlantic Regionals for 2022 and 2023 cross country seasons

SKILLS

Certifications: Bloomberg Market Concepts

Social Media: Depop, Instagram, LinkedIn, TikTok, YouTube

Technology: Microsoft Office Suite (Excel, Outlook, PowerPoint, Teams, Word), Adobe Creative Suite (Illustrator, InDesign, Photoshop), Canva, CapCut, Google Analytics, YouTube Shorts