

Kiya Reynolds

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I am a natural and enthusiastic storyteller who loves to blend numerical and qualitative data to help me use the best marketing approach. I have two years of experience in utilizing people-centered advertising research and campaign development.

EXPERIENCE

Moroch, Dallas, TX — *Intern*

September 2024 - PRESENT

- Researched competitive data and offers to help craft strategic media plans and offers for 20-plus DMAs
- Evaluated digital performance for over 30 campaigns by looking at metrics like cost per lead and impressions.
- Utilized Microsoft Outlook and Teams to facilitate communication and keep shared files organized.

EDUCATION

University of North Texas, Denton, TX — *BS in Advertising and Brand Strategy, Minor in Marketing*

December 2025

- Spring 2023 Dean's List

PROJECTS

Race/ Ethnicity Campaign — *People-Centered Copywriting*

- Applied an anti-deficit research approach to promote inclusive portrayal of underrepresented cultures in publishing.
- Developed audience personas to address target needs and craft a tailored campaign

Social Media Analysis Dashboard — *Digital Advertising Tools and Analytics*

- Collaborated with a real business client to identify marketing goals
- Developed a personalized marketing campaign to address client-specific needs and objectives.
- Designed and presented an analytical dashboard using Microsoft Excel and PowerPoint to visualize social media impressions and other metrics.
- Leveraged Google Advertising Tools for optimal ad placement and reach.

SKILLS

Microsoft Suite

Research

Organized

Interpersonal Communication

Time Management

Adaptable

Independent

Collaborative