

Kayla Brusie

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EDUCATION

University of Miami

*Bachelor of Business Administration in Marketing
Minors in Business Technology and Psychology*

Coral Gables, Florida

Expected Graduation May 2025

- **GPA:** 3.91 / 4.0
- **Relevant Coursework:** Professional Selling, Luxury Marketing (Florence, Italy), Visual Analytics, AI in Business

WORK & LEADERSHIP EXPERIENCE

The University of Miami

Management Team Leader for MGT100

Coral Gables, Florida

August 2023 – Present

- Lead and organize a consulting project where students advise a fictional multinational company seeking to enter a new market with an innovative product or service.
- Assist and mentor group members in team formation, effective communication strategies, accountability to members, and organization of weekly deliverables.
- Act as a liaison to faculty in delivering course content and providing feedback to students.

House of Perna

Marketing Intern

Delray Beach, Florida

May 2023 – July 2023

- Created and edited daily content on TikTok and engaged with other accounts in order to boost account engagement, quadrupling the number of TikTok followers on the @houseofperna account.
- Managed the House of Perna TikTok account launch, created content release calendars, and directed and planned content production, including booking models and finding locations for shoots.
- Researched and applied trending sounds, hashtags, and content to enhance brand identity.
- Created content promoting Delray Morning Live, Pink Retreat Pop-Up/Workshop, and produced video for Instagram in collaboration with @womansdaymag.

Alpha Delta Pi Sorority

Risk Manager and System Coordinator

Coral Gables, Florida

January 2022 – Present

- Implement safety programs to preserve security for over 400 people attending events.
- Communicate with the chapter to convey sorority expectations regarding individual involvement.
- Develop and maintain a point system for 265 women in order to increase chapter engagement.

KBrusie Photography and Media

Photographer, Videographer, Content Creator

West Palm Beach, Florida

August 2018 – August 2021

- Maintain proper business relations with clients, including negotiating pricing, providing friendly customer service, and creating a welcoming/professional environment during shoots.
- Utilize Adobe platforms to edit and artistically format photographs based on clients liking.
- Manage payments, conducted financial analysis, and kept financial records per session.

SKILLS, ACTIVITIES, INTERESTS & AWARDS

Honors: President's (Fall '23, Fall '22), Provost's (Spring '23, Spring '22), and Dean's List (Fall '21)

Languages: Conversational Proficiency in American Sign Language

Technical Skills: Proficient in Python Coding, Microsoft Excel, Tableau, and Adobe Lightroom

Activities: Captain, Volleyball team; Captain, Flag Football team; Volunteer, Vinceremos Therapeutic Riding Center; Luxury and Fashion Club

Interests: Music, Fitness, and Equestrian