Kiley Latham

Burlington, Vermont
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EDUCATION

University of Vermont Grossman School of Business, Burlington, VT *May 2023*
Bachelor of Science in Business Administration, *Theme: Marketing, Concentration: Entrepreneurship*
Minor in Dance, Minor in Music Technology in Business
GPA: 3.67/4.0
Accolades: Beta Gamma Sigma Member 2022-present, Entrepreneurship Award 2023, Best Pitch Grossman School of Business Pitch Competition, Dean's List (3 semesters), Presidential Scholarship, Hobart and William Smith College Centennial Scholar.

WORK EXPERIENCE

CallFinder, Burlington, VT *January 2024 - Present*
Marketing and Sales Assistant

- Utilize CRM software to develop sales campaigns targeting industry-specific outreach and lead generation.
- Create social media designs and marketing campaigns across multiple channels, including web-based, email, and social media, increasing awareness and boosting follower engagement.
- Conduct market research to identify trends and customer needs, providing insights that inform strategic planning.
- Initiate, organize, and execute promotional events, conferences, LinkedIn live streams, and webinars; enhance customer engagement and generate new business opportunities.

Independent Artist, Burlington, VT *Summer 2022 - Present*
Recording Artist, Songwriter, Musician and Producer, Social Media Manager

- Write, produce, promote, manage, and market original music across various channels: social media, events, digital and paper advertising, etc.
- Develop social media strategies and content creation, growing online presence across platforms (Instagram/TikTok), through innovative marketing campaigns, live performances, podcasts, articles, and behind-the-scenes content.
- Engineer and master final cuts of singles and EPs, evolving songwriter skills and collaboration among creatives.

Professional Physical Therapy, Levittown, NY *September 2023 - January 2024*
Physical Therapy Aide

- Maintained a safe and clean environment compliant with company regulations, built patients' trust and communication, and progressed through challenges for successful rehabilitation.
- Demonstrated clear written and oral communication skills with healthcare professionals, patients, and caregivers.
- Recorded treatment plans, managed patient schedules and appointments, and organized and maintained inventory.

ORGANIZATIONS & INVOLVEMENT

"Real Love Records" club at The University of Vermont, Burlington, VT *Summer 2022 - Spring 2024*
Co-Founder, President, Social Media Marketing Manager

- Created a community for students to express themselves creatively by collaborating and creating music-related projects while gaining real-life music industry experience.
- Managed administrative tasks: booked and organized promotional and musical events, planned meetings and studio times for artists, managed finances, collaborated with teams, booked master classes with industry professionals, and marketed throughout the community and through social media.

Various Clubs and Organizations, Burlington, VT *Fall 2019 - Spring 2023*

- Real Love Records, Alpine Ski Racing, Women in Business, Entrepreneurship club, Dance Force, Dancing Uphill, Senior Capstone Dance Program, American College Dance Association, Songwriters Circle, National Anthem Singer.

SKILLS AND CERTIFICATIONS

- Communication, leadership, organization, teamwork, reliability, flexibility, time management, social media, creativity, writing, SalesForce, Sales Navigator, Paperflight, Seamless, Linkedin, email software, Microsoft Office Suite, Canva, Mac OS, Google Drive, iMovie, Logic Pro, Pro-Tools, Adobe Illustrator, Dante Certified, Digital Marketing Certified.