

Kaitlyn Soto

Long Beach, CA

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EDUCATION

California State University, Long Beach

Bachelor of Arts

Major in Communication Studies; Minor in Public Relations

Cumulative GPA: 3.71/4.0; Dean's List 2021-2023, President's List 2022-2023

Relevant Coursework: Digital Marketing, Campaign Management, Journalism, Corporate Communication, Media Design

Long Beach, CA

Expected May 2025

WORK EXPERIENCE

LONG BEACH STATE ATHLETICS (Athletic Department)

Marketing Intern

Long Beach, CA

Aug 2023 – Present

- The handling of in-game promotions, music, social media content creation, community outreach, and tabling during all sporting events.
- Created video board graphics, advertisement fliers, social media videos, and any graphics needed for the athletics department, using Adobe Photoshop and CapCut.
- Worked closely with all LBSU athletic teams such as men's and women's volleyball, basketball, water polo, soccer, softball, and baseball.
- Collaboration with the creative team regarding brainstorming ideas for media days, game scripts, game themes, and future plans.

ISLANDS RESTAURANTS

Server

Chino, CA & Seal Beach, CA

May 2021 – Present

- Previously worked as a host, busser, and service partner; all handling front-of-house concerns and satisfying guests.
- Attended to customers in a quick, timely manner, while communicating with the guests and fellow coworkers to ensure quality service.
- Handling multiple tables at once, as well as assisting other requests in the restaurant
- Trained new hires and upheld the ambiance and ethics of the company

SKILLS & INTERESTS

Skills: Adobe Photoshop | Adobe InDesign | Branding | Strategic Planning | Content Creation | Video Editing with CapCut | Public Relations Writing | Creativity | Strong communication skills and organization | Microsoft Office

Interests: Social Media Marketing, Sports, Sports PR & Communication, Music & Design

Abilities: Working with different types of sports, sharing ideas, and designing marketing and outreach plans.

ADDITIONAL

Languages: Fluent in English; Conversational Proficiency in Spanish

