

# Kolleen Ebert

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## EDUCATION

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**University of Miami** Coral Gables, Florida  
Communications Public Relations Major May 2026  
Minors in Business Management, Marketing, and Architecture

- **GPA:** 3.8
- **Honors:** Provost's Honor Roll and Dean's List
- **Relevant Coursework:** Digital Marketing, Social Media Messaging and Strategy, Public Relations Strategy Development, Luxury Marketing, Graphic Design for Strategic Communication

## EXPERIENCE

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**SAYN** Miami, Florida  
Marketing Coordinator May 2025 – Present

- Created and published engaging Instagram and TikTok content, increasing TikTok followers by 53% and Instagram followers by 13%.
- Supported content strategy, analytics, and community management by tracking key metrics and applying data-driven optimizations to boost engagement and audience retention.
- Assisted with influencer partnerships and campaign development to expand brand reach and maintain SAYN's luxury identity across digital platforms.
- Led creative campaigns from concept to execution, strengthening SAYN's marketing initiatives and enhancing overall brand visibility.

**Right Path AI** Remote  
Social Media Marketing Intern May 2024 – August 2024

- Developed and executed social media marketing strategies to boost brand visibility and engagement.
- Created, scheduled, and managed content across multiple social media platforms.
- Analyzed performance metrics and generated reports to measure post effectiveness.
- Contributed to weekly meetings and strategic planning discussions to enhance campaign outcomes.

**Ebert Companies** Corcoran, Minnesota  
Administrative Assistant June 2022 – August 2022

- Answered incoming calls and greeted guests who entered the office.
- Prepared and printed architectural plans and specifications.
- Traveled to bid runs for prospective new projects.
- Organized and maintained multiple important spreadsheets and filed documents.

## SKILLS & EXPERIENCE

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### Technical Skills:

- *Marketing Tools:* Social Media Strategy, Content Creation, Analytics, Campaign Development
- *Design & Creative:* CapCut, Sprout Social, Canva, Adobe Photoshop, Illustrator, InDesign
- *Professional Skills:* Public Speaking, Communication, Organization, Leadership

**Activities:** Member of Zeta Tau Alpha, Member of The National Society of Leadership and Success, Member of the Public Relations Student Society of America.

**Interests:** Luxury and Lifestyle Marketing, Brand Storytelling, Social Media Management, Content Creation.