

KAYLEE SUN

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EDUCATION

University of California, Irvine | Irvine, CA

June 2023

Bachelor of Arts in Art, Minors in Management and Art History

GPA: 3.91/4

Honors: Dean's Honors List, Campuswide Honors Collegium, Phi Beta Kappa, Claire Trevor School of Arts Dean's Scholarship

Relevant Courses: Social Media Management, Intro to Marketing, Foundations in Media Design, Matter and Media

LEADERSHIP AND EXTRACURRICULARS

We (Skin)care at University of California, Irvine | Irvine, CA

Co-President

June 2021 – June 2022

- Programmed 20+ meetings and socials throughout school year, fostering a community of 40+ members
- Communicated weekly with 17 executive members to strategize operations; oversaw social media and visual design teams
- Brainstormed and executed social media campaigns for Reels and Guides; increased average views by over 1,000
- Researched and upgraded task management to monday.com; streamlined a clearer and time efficient team workflow

Editor-in-Chief

August 2020 – June 2021

- Initiated creation of brand identity and coordinated with social media by organizing Instagram feed layout using UNUM
- Designed flyers and infographics, and edited Reels and product reviews weekly for Instagram; published 3 posts per week
- Wrote captions and posted content using Instagram best practices; surpassed 1,000 followers in 4 months and awarded Outstanding Social Media Engagement by the UCI Office of Campus Organizations
- Corresponded weekly with co-editor to delegate responsibilities and responded quickly to revisions and tasks assigned on a short notice; completed within one day
- Spearheaded website rebranding using Wix website builder to improve organization and accessibility

Associated Students of University of California, Irvine | Irvine, CA

Art Lab Intern

September 2019 – June 2020

- Planned large-scale events focused on fostering a creative environment for student body; averaged 250+ attendees per event
- Designed digital flyers and wrote copy weekly to publicize campuswide events; reached over 33,000 UCI Facebook users

Central Intelligence | Springfield, MO

Producer, Videographer, and Editor

August 2016 – May 2019

- Oversaw and evaluated broadcast journalism news stories of 20 staff members to be posted on Twitter and YouTube
- Planned, filmed, and edited bi-weekly video and podcast news stories about state and school; published to 1,700 students and 671 Twitter followers
- Developed new processes with executive board to prepare operations for next school year

WORK EXPERIENCE

Nature Republic | Irvine, CA

Beauty Sales Associate

July 2022 – Present

- Manage inventory, shipping, and cashiering and maintain visual standards for retail environment
- Conduct demos and provide advice to customers based on skincare concerns to develop regular clientele
- Produce content for Instagram, promoting skincare, makeup, and products to 1000+ followers

University of California, Irvine | Irvine, CA

Middle Earth Housing Attendant

September 2019 – March 2020

- Completed administrative and postal tasks to ensure a productive and organized work environment for 1,600+ residents
- Handled resident concerns efficiently and professionally to ensure full customer satisfaction
- Encouraged residents to participate in housing community services and programs for enhancing university experience

SKILLS AND INTERESTS

- Technical: Illustrator, Photoshop, Lightroom, Premiere Pro, Final Cut Pro, Canva, Meta Business Suite, monday.com, Slack
- Language: Korean (Conversational) and Spanish (Conversational)
- Interests: Cooking, Pilates, photography, project management, creative directing, and listening to new music