

CONTACT

- 803-280-1909
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- Seneca, South Carolina
- www.kalynhuntley.com

EDUCATION

2021 - 2025
Clemson University
Bachelors of Science,
Marketing
Minor in Brand Communications

PROFICIENCIES

HubSpot, Klaviyo
Adobe Creative Cloud
InDesign, Photoshop,
Blender, AfterEffects
Videography &
Photography Capcut,
Adobe Premiere
Canva , Automated
Email Campaigns,
Automated SMS
Campaigns, JSON
Coding,
SEO & Keyword
Optimization,
Microsoft Office,
Microsoft Teams,
Zoom, Google Suite

CERTIFICATIONS

ANA Marketing Certification
by Association of National
Advertisers

Athlete NIL Certification
by Front Office Sports

GA4 by Google

**Marketing
Science Professional**
by Meta

**Community
Management
Certification** by Meta

KALYN HUNTLEY

DIGITAL MARKETING & DESIGN

Hello! Thanks for taking the time to read through my resume, my name is Kalyn. Recently, I've been thrown into the world of content creation and videography. Combining my artistic skills, with community involvement, has been the backbone to creating fun content.

I'm looking to pursue full-time roles, where I can continue to fuel this passion for media with my Greenville community. Thank you!

Carolina Auto Auction

Part-Time Marketing Content Creator

Jul 2025 - Present

Managed client-facing marketing projects including social media campaigns, event activations, and in-lane promotional content. Developed automated email campaign flows in HubSpot, monitored KPIs, and presented performance insights to leadership. Led event sign-up, Meta marketing, and venue account management for CAA's 2025 Charity Comedy Night

Clemson University

Marketing Communications Coordinator Jan 2024 - May 2025

Oversaw multi-channel campaigns across LinkedIn, Meta, and email, ensuring brand alignment across all formats. Built segmented automated email flows using HubSpot, for different consumer segments (Alumni, Current Students, Faculty, Sports Fans) Coordinated marketing team activities and served as liaison for university stakeholders.

DFS Creative Concepts

Spring Marketing Agency Intern

Jan 2025 - April 2025

Designed event activation materials and social media content for ReWa's West Pelzer ribbon cutting ceremony. Graphic Design creation and social media audit for Greenville Real Estate Association, and City of Greenville.

Cadency

Brand Strategist Intern

August 2023 - May 2024

Built campaign materials for B2C client, Smoothie King, to target Gen Z's morning breakfast routine- through automated app push- notifications and social content. Designed brand guidelines deck for client, Polar Plus. Created concept mock-ups in Photoshop, Poster Design.

Okuma America

Summer Marketing Intern

May 2023 - Aug 2023

Created updated Okuma Distributor Brand Deck for North American sales team. Managed social media content for @okumaamerica Created graphic design deliverables for 2023 Red, White, and Blue promotional sale.