

# KYSA WILLEMSEN



KYSAELISE@HOTMAIL.COM



UPON REQUEST

WEBSITE:

[KYSAELISE.WIXSITE.COM/PROFILE](http://KYSAELISE.WIXSITE.COM/PROFILE)

## OBJECTIVE

To reach people and create relationships.

## SKILLS

Time management and prioritizing tasks. Detail oriented while moving towards goals. Able to be flexible towards changes and adapt.

+

Microsoft Office Suite, Adobe Photoshop, SEO, basic HTML, MailChimp, Wix, Constant Contact



## EXPERIENCE

### MARKETING MANAGER & DEPARTMENT CLERK

**SUNRIPE Freshmarket** May 2009 - Current

Gained an understanding of the company before co-designing the website. Currently manage the company's online presence (Facebook, Instagram, website and email). Challenged daily to adapt marketing approaches based on analytical insight, create content with department managers, and respond to all customer communications.

### STUDENT ASSISTANT

**RIT Office of the President** October 2015 - Current

Responsible for managing and creating databases for various RIT member groups daily. Assistance with the creation of nametags, invitations and event coordination for multiple RIT events.

### DEVELOPMENT ADMINISTRATIVE SUPPORT INTERN

**Arcane Digital** June - August 2016

Responsible for creating presentations that detailed specific client benefits and Arcane processes. Assisted with the implementation of JIRA for the development team to record tasks and hours worked to improve the estimation of task costs and client budget allocation. Managed formatting and content for the launch of a WordPress blog.

*Eligible to work in USA & Canada*

## EDUCATION

### NEW MEDIA MARKETING, B.S – EXPECTED 2018

Rochester Institute of Technology - Rochester, NY

Gained an understanding of how companies reach consumers through courses such as buyer behavior, mass communications, internet marketing and advertising and promotions management. Other courses like computer based analysis, web foundations, and database management systems provide a basis on the technologies used in organizations. With a minor in advertising and public relations to enhance a specialization for the consumer facing side of marketing.

### STUDY ABROAD – SPRING 2017

London South Bank University - London, England

Studied retail marketing, public relations and psychology. Challenged to adapt to a new schooling system and culture.

## ADDITIONAL EXPERIENCE

**Marketing & Promotions Award** – Sarnia-Lambton Chamber of Commerce

**Varsity Crew Rower and Coxswain** – Rochester Institute of Technology

**Trip Leader** – Wabun Wilderness Camp

**Orphanage Volunteer** – Tigithi, Kenya and Lima, Peru