

KAITLYN SIFFORD

PERSONAL PROFILE

Digital Retailing | Retailing

Minor : Consumer Experience Management

Cell: 214-592-7676

kaitlynsifford@gmail.com

www.linkedin.com/in/kaitlyn-sifford

EDUCATION

The University of North Texas

5.18 - Present

The University of Kansas

5.14 - 5.18

AWARDS & ACHIEVEMENTS

- The University of North Texas
President's List: 4.0 GPA (Fall 2018,
Spring 2019, Fall 2019, Spring 2020)
- The University of Kansas Dean's Honor
Roll
- The University of Kansas Traditions
Scholarship
- The Jayhawks Generation Scholarship

CERTIFICATIONS

- Google Analytics for beginners
- Advanced Google Analytics
- Microsoft Office Specialist Excel
certification

EMPLOYMENT HISTORY

Digital Brand Strategy Intern

Studio Humankind

June 2020 - Present

- Working in the Adobe Creative Suite and cross-functioning projects.
- Developing client presentations and pitch decks for brand proposals.
- Understanding brand strategy, voice, and consistency in the design process.
- Application of user experience and user interface designs in website development.
- Gain a deeper knowledge niche service offerings as a means to support small businesses.
- Research and help implement of new digital trends in design and marketing efforts.

Undergraduate Teaching Assistant

The University of North Texas

Professors: Linda Mihalick

January 2020 - Present

- Currently serving as a T.A. for DRTL 2090, DRTL 3190, CMHT 3950,
- Assisting professors with record keeping and grading of approximately 440 students,
- Proctoring exams as requested by the professors

Student Assistant

The University of North Texas at Frisco (Frisco, Texas)

May 2019 - December 2019

- Provided a flawless customer service experience to over 2,000 students, professors, administrative staff, and local business leaders
- Was familiar with the programs, services, policies and procedures at the UNT Frisco facility supporting all students

Digital Marketing Intern

The Odee Company (Dallas, Texas)

November 2018 - May 2019

- Created a consistent brand image across all channels
- Recorded and analyzed user analytics to create a marketing campaign
- Designed promotional items such as business cards, truck wraps, and company brochures

Pharmacy Intern

The University of Kansas St. Francis Campus (Topeka, Kansas)

June 2017 - May 2018

- Compounded IV and other medications
- Chemo trained
- Filled medication orders and delivering to the appropriate location (1,000+/day)

PROJECTS

- ESRAP 2019 Student Merchandising Poster Competition
- 2019 National Retail Federation Student Challenge Finalist
- 2020 Undergraduate Research Fellowship
- 2020 National Retail Federation Next Generation Scholarship Semi-Finalist

COURSES OF INTEREST

- MDSE 3510 - Profit-Centered Merchandising
- MDSE 4010 - Global Sourcing
- DRTL 4090 - Virtual Merchandising
- RETL 4330 - Consumer Analytics and Data Visualization
- RETL 4880 - Omni Channel Retail Strategy

ACTIVITIES

MISSION TRIPS

Kiev and Sumy, Ukraine 9 days

Visited orphanages, passed out care packages to kids

San Jose, Costa Rica 6 days

Helped in building of community center

Pucallpa, Peru 12 days

Built soup kitchen, hosted VBS, packaged and handed out food

Bucharest and Transylvania, Romania 8 days

Beautified a camp, hosted VBS, visited orphanage to pass out supplies

Joseph City, Arizona (Leader) 11 days

Finish building project, beautify area, assist at the NAOMI house
Led middle school students

Pucallpa, Peru (Leader) 13 days

Revisiting and beautifying previous location. Building and raising frames and roof for community center.

Leader for High School students

College Freshman

The University of Kansas Marching Jayhawks

Trombone in the University of Kansas Marching Jayhawks football team

The University of Kansas Women's Basketball Band

Trombone in the University of Kansas Women's Basketball band (auditioned)

Alpha Gamma Delta Sorority

Alpha Gamma Delta is an international women's fraternity that promotes academic excellence, philanthropic giving, ongoing leadership and personal development

College Sophomore

Alpha Gamma Delta Sorority - Correspondence

- Correspond with other Greek chapters
- Correspond with on campus groups
- Correspond with other Alpha Gam chapters. Sent out any written correspondence, i.e.: Thank you cards, Recruitment gifts, Event invitations, Seasonal gifts
- Work with Publications Coordinator to organize/order composite

College Junior

Alpha Gamma Delta - VP Risk Management

- Ensured that all initiated and associate members were knowledgeable about the Alpha Gamma Delta and Panhellenic Policies on Risk Management and their adherence
- Reported all violations and/or incidents
- Followed and enforced local, state, national fraternity and applicable policies
- Coordinated 4 presentations a year teaching professional development and social media interaction to initiated members

College Senior

The University of North Texas National Retail Federation Student Association (2 year member) Student Ambassador

The National Retail Federation Student Association at the University of North Texas serves talented students interested in making retail merchandising and digital retailing their career by offering unique educational programs, networking opportunities and access to the latest retail research and news

LET'S WORK TOGETHER

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