

Kyndall Hindman

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Education

Youngstown State University (YSU) – Youngstown, Ohio

Williamson College of Business Administration – AACSB Accredited

Bachelor of Science in Business Administration, May 2025

Major: **Marketing** Honors: **Dean's List** – 1 semester

Relevant Experience

YSU Athletics – Youngstown, Ohio

January 2025 – Present

Marketing Intern

- Utilize Photoshop, Premiere, and Canva to edit videos and create graphics for the YSU Sports media pages
- Work alongside Social Media Coordinator and Director of Athletic Communications to develop creative content strategies, plan content release, and capture content featuring student-athletes

Deep End Clothing – Huntington Beach, California

May 2022 – December 2022

Marketing Intern

- Managed company Instagram to schedule posts, tracked engagement, and interacted with followers while also creating an influencer program and hub to increase customer base
- Planned and created new promotions which increased sales by 20% and maintained relevancy

Warehouse Team Member

June 2022 – August 2022

- Organized, folded, packaged, and maintained cleanliness of warehouse and stock
 - Packaged and shipped orders and processed returns and exchanges
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Other Experience

Sunsational Swim School/Self Employed – Southern California

May 2023 – August 2024

Private Swim Instructor

- Designed personalized swim lessons tailored to clients' ages, skill level, and goals as young as 10mo
 - Maintained consistent 10+ client base through communication, reliability, and referrals from satisfied clients.
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Activities

For the Culture Club, Women's Empowerment Club **Member, PR Representative** February 2023 – Present

- Attend monthly meetings to discuss BIPOC struggles and how to combat them
- Create an environment for people of color to feel included and heard
- Handle social media platforms to create awareness on and off campus of the club

YSU Swim Team, **NCAA Division 1 Athlete, Social Media Committee, DEIAB Rep** August 2021 – Present

- Balance 20+ hours of practice and meets while maintaining full academic course load
- Exemplify leadership and time management to maintain an active team member of 60+ teammates
- Lead a team of 12 to create and post content on multiple social media platforms to help recruit new athletes
- Attend monthly meetings with YSU Athletic Staff to help improve Diversity and Inclusion within athletics

American Marketing Association (AMA), **Member**

March 2022 – August 2023

- Attend weekly meetings to learn about marketing and sales with different professional presentations and speakers
 - Participate in team building activities and events that provide hands on experience and promote collaboration among others
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Technical Skills/Relevant Courses

Adobe Photoshop, Adobe Premiere, Canva, Microsoft Office Suite, Google Workspace, Notion, & Shopify

Marketing Concepts and Practice (A); Sports Marketing (A); Marketing Analytics and Research (B); B2B Marketing (A)