

KAELIN ALICEA

MARKETING UNDERGRADUATE

CONTACT

- 📞 570-688-7373
- ✉ Aliceakaelin@gmail.com
- 📍 Saylorsburg, PA

PROFILE SUMMARY

Marketing student with hands on experience in social media, content creation, and email marketing across agency and marketplace environments. Passionate about building memorable brands through creative storytelling, digital strategy, and consumer insights. Eager to contribute strong communication, creativity, and collaborative problem-solving skills to a growing marketing team.

EDUCATION

2023-Expected 2027
MARYWOOD UNIVERSITY

- Bachelors in Marketing

PLEASANT VALLEY HIGH SCHOOL

- 2023 High School Diploma

SKILLS

- Adobe Suit
- Canva
- Attention to Detail
- Teamwork
- Time Management
- Leadership
- Social Media Fluency
- Critical Thinking

CERTIFICATIONS

Hubspot Academy

- Social Media Marketing

LinkedIn Learning

- Business Analytics
- Blockchain Basics
- Cloud Computing
- Power BI

WORK EXPERIENCE

Creative Vibe Advertsing

MAY 2026 - PRESENT

Marketing Intern

- Develop social media content for 10+ client brands, creating engaging photo, video, and graphic assets aligned with each brand's identity.
- Assist in on-site photo and video productions, capturing content for digital marketing campaigns across multiple industries.
- Build and maintain content calendars to support consistent social media scheduling and campaign planning.
- Collaborate with a creative team to brainstorm marketing concepts, edit content, and execute client-focused digital strategies.

Trellus

MAY 2026 - PRESENT

Marketing Intern

- Curate featured collections for the Trellus Marketplace, organizing products to enhance seasonal promotions and user engagement.
- Create marketing copy and product descriptions for email newsletters that highlight local businesses and drive marketplace awareness.
- Collaborate with cross-functional teams to support ongoing marketing initiatives and complete creative projects on a deadline.
- Contribute to email marketing campaigns and promotional content designed to increase customer engagement and marketplace visibility.

Great Wolf Lodge

2020 - PRESENT

Sales Associate

- Promoted resort packages and add-ons through personalized guest recommendations, supporting daily upsell goals.
- Observed purchasing patterns and guest preferences to tailor messaging and improve promotional effectiveness.
- Collaborated with team members to execute seasonal offers and maintain consistent brand presentation.