

# KYLIE SCRUGGS

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## EDUCATION

Tennessee Technological University, College of Business  
B.S. in *Business Management*  
B.S. in *Marketing*

*Projected Graduation:* December 2019

## WORK EXPERIENCE

*JAN 2018 - PRESENT*

TENNESSEE TECH UNIVERSITY

COOKEVILLE, TN

*Student to Career Intern*

- Responsible for executive event planning and project management of professional development events for students to interact with and learn from professionals including Etiquette Dinners, Networking events, Mock Interview Nights, and career-ready workshops such as LinkedIn Profile, Resumé, and Interview prep
- Handles operational tasks for the program's Professional Clothes Closet including: organization of inventory, donor relations and completion of Gift-In-Kind forms, general upkeep of the closet, and works with the students as they utilize the resource. Has acted as a spokesperson for promotion of the Closet to the community through publication, radio interview, and public speaking engagements
- Advises peers on personal branding and etiquette by leading interview, resumé, and networking workshops as well as through individual, one-on-one appointments with students

*JUNE 2019*

GOVERNOR'S SCHOOL FOR BUSINESS, INNOVATION, & TECHNOLOGY COOKEVILLE, TN

*Head Counselor*

- Served as the head counselor on a staff of six for thirty of Tennessee's brightest rising high school Juniors and Seniors, and was responsible for general safety, organization, and order of the group
- Led workshops and served as a guest lecturer teaching the students various topics regarding IT, innovation, and career readiness

*JUNE 2018 - AUG 2018*

LIFEWAY CHRISTIAN RESOURCES

NASHVILLE, TN

*Marketing Intern for Generosity by LifeWay brand*

- Joined the team at the beginning of product launch period and helped with various brand-building tasks including: curation and maintenance of blog, creation of bi-weekly newsletter along with landing pages for contact capture, and content branding through Adobe InDesign.
- Created and ran brand account on four social media platforms – LinkedIn, Twitter, Facebook, and Instagram to increase brand awareness. Following increased by over 200% during time as an intern. Tasks included designing branded graphics and scheduling effective posts to reach target market and interacting with followers.
- Served as editor of the brand's blog during time as an intern by overseeing all content created by department head, and facilitated co-branded partnerships with guest blogs written by brand partners or influential individuals outside of the company.

*MARCH 2017 - MAY 2018*

LYFE TEA

COOKEVILLE, TN

*Data Analytics / Digital Marketing Internship led to Employment*

- Created, scheduled, and posted effective content and promotions on all forms of social media for over 15 accounts; including blog content for multiple platforms -- growing the overall following over 250%
- Oversaw direct-to-consumer marketing through data analytics and consumer response, with implementation of findings
- Reported straight to the CEO and President of company, and consulted personally with clientele of small business owners

## RELATED COURSEWORK

Marketing Research, Advertising, Conflict Management and Negotiation, Entrepreneur Mindset, Database Management, Intermediate Macroeconomics, Business Analytics, Management Information System

## COMPUTER SKILLS

- Mac and PC proficient
- Microsoft Suite & G Suite
- Canva
- Tableau
- Mailchimp
- Infusion Soft
- MyEmma
- Hootsuite
- WordPress
- SQL
- Adobe Creative Suite
- Google Analytics & Adwords certified

## LEADERSHIP

- **National Millennial Community**, TN Representative (2018 - Present)
  - Serves as the representative for the state of Tennessee for the Millennial generation by speaking to executives from large corporations on company visits and phone calls with executives
  - Over two years, have met with top level executives from over 25 companies including Google, Toyota, The Wonderful Company, Walmart, and eBay individually and in the form of focus groups
  - Chosen as one of eight community members that represented the US at the Global Worldcom PR conference in Vienna, Austria in 2019
- **Delight College Ministries**, Ministry Founder and Director (2017 - Present)
  - Founded Tennessee Tech's chapter of Delight in the Spring of 2017 and continued to serve the ministry of 100+ women as the Ministry Director for the following two years until graduation
- **College of Business Ambassadors**, President (Fall 2018 - Spring 2019)
- **Association of IT Professionals**, VP of Social Media (2017 - Present)
- **The Gathering Student Ministry**, Leadership Team (2017 - Present)
- **Tennessee Tech Marketing Club**, Secretary (Fall 2018 - Spring 2019)

