

Kendall Hashimoto

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EDUCATION

University of Miami, Herbert Business School
Bachelor of Business Administration in Marketing

Coral Gables, FL
Expected May 2026

- **GPA:** 3.94 / 4.0
- **Honors:** Provost's Honor Roll

WORK & LEADERSHIP EXPERIENCE

Asian American Students Association
Executive Board, Marketing Director

Coral Gables, FL
September 2022 – Present

- Lead a Marketing Committee of 7 in the planning and execution of marketing campaigns for all internal and external events (resulted in 500+ attendees at an external event)
- Oversee the social media strategy, graphic design, and content creation across all digital platforms

Glow Recipe Ambassador
University of Miami Student Ambassador

Coral Gables, FL
February 2024 – Present

- Market and execute monthly campus events promoting new product launches and driving brand awareness
- Produce bi-weekly content on TikTok and Instagram, aiming to boost product visibility and online presence

LocaliQ | USA Today Network
Targeted Email Marketing Intern

Plano, TX
June 2024 – August 2024

- Managed 20 email campaigns, working directly with the sales team to align email strategies with client needs, consistently achieving a minimum of a 10% view rate and 2% click rate
- Delivered 100+ Match Back Reports to the sales team, providing actionable insights for clientele
- Created and processed email orders, including core orders, redrop orders, and postal file orders

MIXTHELABEL - A rapidly growing fashion content creator
Social Media Manager & Brand Strategist

Los Angeles, CA
June 2022 – February 2024

- Managed social media strategy (5.9 million views, 4.4 million reaches, 524K likes over a 2-month period)
- Consulted MIXTHELABEL on content design, audience interaction, and brand outreach/partnerships

Thompson Coe L.L.P.
Marketing Intern

Dallas, TX
June 2023 – July 2023

- Supported weekly promotional email campaign: creating copy, editing, and communicating final message
- Reported credit, verifying continued education completion of 100+ course attendees to state BAR associations

Linda Fritschy Interior Design
Intern

Addison, TX
May 2023 – July 2023

- Implemented new social media strategy, led weekly campaigns, and created interactive content
- Edited and contributed to copy creation for current and future content (35+ pieces of content)

Cavalcade Yearbook
Greenhill School Co-editor in Chief

Addison, TX
August 2021 – May 2022

- Managed and mentored team of 17 people in leadership, design, communication, and copy writing skills
- Oversaw all copy and layout design before final publishing with the sales consultants

SKILLS, ACTIVITIES & INTERESTS

Social Media: TikTok – Grew TikTok account to over 72K followers; Instagram

Computer Skills: Adobe InDesign, Photoshop, Illustrator, and Premiere Pro; Microsoft Excel; Canva

Activities: Tri Delta; Delta Sigma Pi; UM Club Soccer (2022-23); National Charity League (2015-22)

Interests: Social media; Graphic design; Soccer; Tennis; Running; Pickleball