

## Kyra Gonzales - Marketing Resume (Creative Version)

### Summary

Creative and driven marketing-focused business student with experience in customer engagement, brand representation, digital tools, and fast-paced service environments. Skilled in communication, visual storytelling, multitasking, and connecting with diverse audiences. Passionate about social media, entertainment, and developing meaningful customer experiences.

### Core Skills

- Digital Marketing • Branding • Social Media Awareness
- Customer Experience & Engagement
- Creative Problem-Solving • Communication
- Multitasking • Time Management
- Content Awareness • Aesthetic/Visual Skills
- CRM basics • POS Systems • Team Collaboration

### Experience

#### Barista — Human Bean | Reno, NV (July 2025 – Present)

- Delivered high-quality customer experiences by greeting guests, taking accurate orders, and building positive interactions.
- Prepared specialty coffees, teas, and blended drinks quickly and consistently.
- Used POS systems, handled transactions, and kept accurate cash balances.
- Worked efficiently during high-volume rushes.

#### Student Worker — Western Nevada College | Carson City, NV (Aug 2024 – May 2025)

- Assisted students and visitors with resources and information.
- Handled phone, email, and in-person communication.
- Coordinated scheduling and supported faculty office operations.

#### Dance Instructor — Forever Dance | Carson City, NV (Jan 2020 – June 2025)

- Taught private and group lessons.
- Encouraged confidence, teamwork, and skill development.
- Led classes of up to 20 students.

### Volunteer Experience

Holiday with a Hero — Carson City, NV (Dec 2023 – Present)

- Helped children choose gifts and supported positive holiday experiences.
- Worked with first responders to deliver 1,000+ gifts.

#### Education

University of Nevada, Reno — B.S. General Business (Expected June 2027)

- Concentrations: Marketing, Info Systems, Economics, International Business
- GPA: 3.58

Carson City High School — Diploma (June 2025)

- 4.0 GPA • Dean's List • Dance Competition Team • Theater