**Kayla Marie Keiter**

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**Education**

**Longwood University                                                                                                Farmville, VA**

Bachelor of Science in Liberal Studies                                                                                *May 2019*

Minor in Leadership Studies

GPA: 3.55

**Work and Leadership Experience**

**Longwood University – Alpha Delta Pi Farmville, VA**

*Recruitment and Marketing Vice President            November 2017 – Present*

* Implement and execute all formal recruitment processes by dedicating time to establish confidence and inform members of procedures
* Oversee duties and responsibilities by collaborating with executive members through weekly meetings
* Ensure chapter follows Panhellenic Council Bylaws and educate members on rules and regulations
* Administer workshops to entire chapter of over thirty-five women with an emphasis on marketing, branding, and communication
* Manage committee meetings, allocate tasks and duties to committee members, and collaborate with the general body

*Public Relationship Chair* *February 2017 – Present*

* Manage social media outlets and promote the Alpha Delta Pi brand through social platforms such as: Facebook, Instagram, and Twitter
* Outline and edit media pictures and posts to create multimedia content to deliver information to students
* Formulate public relations events on campus to enhance prospective member outlook and provide quality information on chapter visions

**Longwood University – Office of Admissions Farmville, VA**

*Longwood Ambassadors January 2018 – Present*

* Interact with prospective students and families during tours to create an accurate image of the University and its visions
* Provide quality customer service to prospective students and families to enthusiastically represent the Longwood community
* Contribute to the Farmville community by actively participating in community service to promote an active citizen leadership

role on and off campus

**Longwood University – Office of Conference and Event Services Farmville, VA**

*Junior Event Manager* *October 2018 – Present*

* Coordinate with Event Manager of Conference Specialist to ensure allocated tasks are completed such as: managing spreadsheets, assembling gift bags, filing paperwork, answering emails, returning phone calls, and assisting with events
* Enrich conference guests experience by accommodating needs and providing excellent customer service for each event
* Perform delegated event set up with provided diagrams to ensure each event is set up and broke down in accordance to the direction of the Conference Specialist
* Assist with room reservation, scheduling of small events, and ensure client is comfortable with the technology provided

**Longwood University** – **Office of Conference and Event Service**  **Farmville, VA**

*Summer Conference Associate*  *May 2018 – August 2018*

* Actively collaborate with campus community to ensure all conference guests needs were met and provide positive customer service
* Assisted with front desk operations and building duties to ensure guest safety and security
* Prepared conference rooms and handled room key distribution and collection
* Performed facilities and maintenance projects as determined by supervisor

**Honors and Awards**

*Office of the President - Junior Marshal*

*Dean’s List – fall 2016 and fall 2017*