Kaitlyn Jayne Quinn
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EDUCATION

Texas A&M University, College Station, Texas May 2027
Bachelor of Business Administration in Marketing GPA: 3.9

EXPERIENCE

Branding Iron Management, College Station, Texas October 2025 – Current
Marketing & Creative Brand Strategy Consultant

- Develop brand-focused creative strategies by researching client identities, understanding target audiences, and identifying opportunities to align messaging and visual direction with clients goals.
- Translate creative strategies into engaging static and motion graphics for multichannel campaigns, including social media, OTT advertising, branding assets, logo development, and print materials.
- Collaborate directly with clients throughout the creative process, incorporating feedback and refining concepts to deliver work that reflects their brand, supports their goals, and exceeds expectations.

Texas A&M Department of Statistics, College Station, Texas May 2025 – November 2025
Student Social Media Coordinator

- Develop and manage multi-platform content strategy increasing audience engagement and departmental visibility through creative, data-driven campaigns.
- Leverage analytics to optimize content performance, tracking engagement metrics and implementing insights to boost reach, follower growth, and cross-platform interaction.
- Capture and edit professional photography for events, faculty features, and student highlights, ensuring consistent visual identity across all digital platforms.

Texas A&M Small Animal Teaching Hospital, College Station, Texas September 2023 – June 2026
Student Technician

- Navigate a busy work environment while keeping calm and diffusing difficult situations.
- Construct creative solutions to problems that are unique and nonroutine.
- Inform clients of pricing, procedures, and what they can expect prior to meeting with the veterinarian.

LEADERSHIP

Aggie Women in Business September 2024 – September 2025
Marketing Committee

- Collaborate with team members to plan, draft, and publish AWIB content promptly, ensuring alignment with organizational goals and deadlines
- Curate and capture imagery to accurately reflect the organization's identity and enhance visual storytelling across platforms
- Apply foundational skills in Adobe Photoshop and Canva to edit images and design layouts, delivering visually compelling and brand-consistent content

SKILLS

- Proficient in: Microsoft 365, Canva, Adobe Illustrator & Photoshop, Video Editing, Media Management, Photography/Videography