

# KAITLIN KELLY

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## EXPERIENCE

### Supply Chain Marketing Intern

[KC SmartPort](#) 05/2019 - 08/2019 Kansas City, MO

KC SmartPort works to attract freight-based companies, such as manufacturing, distribution and warehouses to the Kansas City region

- Researched, wrote and presented the Transportation Outlook 2020 (*available upon request*) to the Board of Directors; recognized by the Vice President as the best research by summer intern
- Communicated through social media platforms by sending out supply chain updates to KC SmartPort's stakeholders
- Created and designed company website content
- Led several KC SmartPort projects: created social media follower campaign, authored several articles for our monthly PULSE eNewsletter, helped with a CRM conversion, monitored companies Google Alerts and briefed President and Vice President on important updates, local cold storage and real estate
- Participated in several networking opportunities gaining insights and long-term relationships
- First hand experience in touring state of the art distribution facilities: CVS, UPS & Excelligence Learning Corporation
- Assisted in developing itineraries for strategic engagement for the VP

### Teaching Assistant

[The University of Kansas School of Business](#) 08/2019 - 05/2020

SCM 310 (Management Science and Operations Management)

- Assist professor and students enrolled in SCM310 by holding office hours, grading papers, administrating tests and additional instruction

### Company Intern

[Jet Midwest, Inc](#) 05/2018 - 08/2018 Kansas City, MO

Jet Midwest is a full-service commercial aircraft, engine, and spare parts trading company, offering creative product support solutions and maintenance services

- Produced forward looking models that monitored and analyzed financial, statistical and operational data trends to ensure fiscal goals were met
- Conducted a CEO directed analysis through a side by side comparison of competitors to lower the companies fixed costs
- Selected by the leadership team to provide input in a four week rebranding program to help Jet Midwest target core customers, and company performance
- Developed engagement strategies for existing customers to provide relevant information to ensure customer satisfaction
- Created a customer presentation (PowerPoint and PowerBI) for each of Jet Midwest's top 25 customers for the senior sales team onsite visits

### Sales Associate & Display Coordinator

[Charming Charlie](#) 05/2017 - 08/2017 Kansas City, MO

Retail Store

- Gained detailed knowledge of company's product offerings to provide reliable and trusted assistance to customers daily
- Managed proper and attractive merchandise display increasing sales by 10%

## EDUCATION - BSB

### Marketing

[University of Kansas](#)

2016 - 2020 GPA 3.43 / 4.0

### Supply Chain Management (Concentration)

[University of Kansas](#)

2016 - 2020

## AWARDS

 **Dean's List/Honor Roll**

2016, 2018, 2019, 2020

 **Sigma Kappa Honor Roll**

2016, 2017

## UNIVERSITY INVOLVEMENT

**Supply Chain Management Club**

[University of Kansas \(2018 - 2020\)](#)

**Marketing Club**

[University of Kansas \(2018 - 2020\)](#)

**Sigma Kappa Sorority**

[University of Kansas \(2016 - 2018\)](#)

## STUDY ABROAD

### Supply Chain Management & Logistics

01/2019 Panama City, Panama

Participated in a supply chain management study abroad program in Panama City, Panama

- Visited three ports, three warehouses, and eight companies to gain an appreciation of supply chain management at a global level

## VOLUNTEERING

### Community Service

[Lawrence, Kansas](#)

- Multiple Sclerosis and Alzheimer's Walk
- Jubilee Cafe - served food to those in need
- Brandon Woods, and Natural Ties
- Easter Egg Hunt for Boys and Girls Club