

Kiyara Wade

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Kiyara Wade is a driven and highly motivated senior at the University of Akron, pursuing a major in Strategic and Organizational Communication with a minor in Marketing, alongside certifications in Social Media and Women's Studies. With a deep commitment to fostering community engagement and empowering women in leadership, Kiyara has held various leadership positions, including Vice President of Member Relations Media for Women in Business and ZAB Fine Arts Events Chair. Known for her strong organizational skills and ability to drive impactful events, she has a proven track record of successful event planning, digital marketing, and social media strategies.

Passionate about using communication as a tool for social change, Kiyara's work spans academic research, digital activism, and project development. She is currently researching digital activism's impact through social media platforms and is dedicated to creating inclusive spaces that elevate underrepresented voices. With experience in marketing campaigns, public speaking, and leadership development, Kiyara is eager to apply her skills in a professional setting to make a meaningful impact.

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EXPERIENCE

BJ's Wholesale Club, Akron — *Cashier and Shipment online/home*

AUGUST 2021 - April 2022

Chill Ice Cream Company, Akron — *Manager*

March 2022 - December 2023

Bath and Body Works, Akron — *Employee*

October 2022 - October 2023

St. Mary School, Akron — *Cafeteria and Recess Monitor*

August 2023 - December 2023

The University of Akron ZAB Fine Arts Chair, Akron

May 2023 - May 2024

The University of Akron , Akron — *Student Assistant*

August 2023 - July 2024

The University of Akron , Akron —Office of Accessibility Notetaker

August 2022 - May 2024

The University of Akron , Akron — ZAB Traditional Chair

May 2024 - May 2025

Summit Mall Alter'd State, Akron - Brand Representative

July 2024 - November 2024

YMCA Marketing and Media Intern, Akron

January 2025 - Recent

SKILLS

- Communication
- Organization
- Teamwork
- Creativity
- Adaptability
- Design
- Leadership
- Problem-Solving
- Technology
- Money Handling
- Making Posters
- Social Media

Volunteering

Mount Carmel Baptist Church— *Cleaning*

Akron Canton Food Bank—
Sanitation

Akron marathon, 2021—
Ending Booth

Boo at the Zoo— *Treat Passer*
(2022 & 2024)

Big Brother Big Sister— *Office Work*

Leggett Trunk or Treat – serveAkron [In-person] 2024

LANGUAGES

American English

ASL (1 YEAR)

Certifications

HubSpot Social Media
Marketing

LinkedIn Professional
Etiquette Certification

EDUCATION

Akron Early College High School, Akron Main Campus — G.E.D and Associates Degree in General Education

August 2018 - May 2022

The University of Akron, Main Campus — Strategic and Organizational Communication

August 2022 - Ongoing

First Minor in Marketing with two certificates in Women Studies and
Professional in Social Media

ACTIVITIES

Highschool

- *Student Council (2020)*
- *Citizenship State Seal (2021)*
- *Educational Talent Search (2021)*
- *Science State Seal (2021)*
- *Cardmaking- Voice and Choice (2021)*
- *Art Club (2021)*
- *National Honors Society (2022)*

College

- *Emerging Leaders (2022-23)*
- *Hall Government- Historian (2022-23)*
- *Honors College (2022-2024)*
- *Office of Academic and Retention Support (OARS) (2022-24)*
- *NoteTaker (FALL 2022- Spreadsheets) The University of Akron,
Office of Accessibility*
- *Art for Everyone (2022)*
- *Women in Business: Vice President of Member Relations Media/
Secretary/ President of Member Relations Media (2023-)*
- *Sigma Lambda Honorary (2023-24)*
- *ZPN Fine Arts Events Chair for the (2023-24)*
- *American Marketing Association (August 2023-)*
- *Students of African American Sisterhood (August 2023-
December 2023)*
- *American Sign Language Association (Jan 2024-May 2024)*
- *NoteTaker (SPRING - 2024 Argumentation) The University of
Akron, Office of Accessibility*

- *NoteTaker (SPRING 2024, Honors Technoculture and Society)*
The University of Akron, Office of Accessibility
- *WZIP (2024-)*
- *UA Social Media Ambassador(2024-25)*
- *ZAB Traditional Chair (May 2024-)*
- *UA Billiards Club (August 2024-Dec 2024)*

Conferences

- NACA Conference 2024

Projects

- Cuyahoga Valley Scenic Railroad IMC Project
- Teppers Sports and Entertainment Marketing Strategy

