

Kayleigh Bollin
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Summary:

- Passionate about applying skills in sports marketing, blending a love for sports with expertise in digital media and marketing strategies.
- Creative Fashion Media and Marketing student with experience in social media strategy, Adobe applications, and photography.

Education:

- Lasell University Expected graduation May 2026
 - Degree: Bachelor of Arts Fashion Media & Marketing

Experience:

- **Assistant General Manager / Martha's Vineyard Sharks** Sep 2025 - Present
 - Hire, train, and supervise a seasonal intern team, overseeing daily responsibilities, performance, and full game day operations to ensure smooth execution of all home games.
 - Assist the General Manager with organizational needs, including coordinating team travel, managing sponsor relationships, supporting department workflows, and serving as a key operational point of contact.
 - Manage year-round communications and brand presence, running all off-season social media and preparing operational materials and plans for the upcoming season.
- **Social Media Intern / Martha's Vineyard Sharks** May 2025-August 2025
 - Collaborate with a fellow intern to plan, create, and schedule engaging social media content.
 - Communicate effectively with players, fellow interns, managers, and supervisors for content and smooth game day operations.
 - Assist with various game day responsibilities including kids games, interviews, managing player meals, and maintaining a clean stadium.
- **Resident Assistant / Lasell University** Aug 2024-present
 - Mediate discussions and resolve conflicts between residents.
 - Oversee and support over 30 residents.
 - Coordinate monthly events to foster resident engagement.
- **Social media manager / Internship / Lasell University Men's Basketball** Oct 2024-April 2025
 - Expanded Instagram follows by 20% in 6 months.
 - Increased views by 86% from Nov-Feb.
 - Illustrate and create graphics for game days, events and edit reels.
 - Report to the head coach every week.
- **Manager of Food Operations / Martha's Vineyard Sharks / Seasonal** May 2022-Aug 2024
 - Supervised a team of 4 staff members managing tasks from food preparation to floor operations and handled weekly scheduling.
 - Evaluated inventory levels of essential food staples and supplies, communicating requirements to the head manager for timely reordering.
- **Sports Photographer / Curry College** Sep 2022-May 2023
 - Photographed athletes during games and efficiently edited all photos for a post-game delivery.
 - Summited all photos to head athletic photographer for review.

Certification:

- Social media marketing / Hubspot 2024
- Digital Marketing / Hubspot 2025
- ServSafe Issued: 2022 Expires: 2027

Key skills:

- Microsoft Office
- Communication & Time Management
- Self-motivated
- Teamwork & Leadership
- Organization & Attention to detail
- Creativity
- Social Media (Instagram, TikTok, Facebook)