

# KAI ABUEG

www.linkedin.com/in/kai-abueg • (702) 978-1134 • kaic.abueg@gmail.com

## MARKETING PROFILE

Results-driven marketing-oriented student with proven ability to grow engagement, increase audience reach, and strengthen brand presence through strategic campaigns. Experienced in executing data-informed outreach initiatives, boosting participation metrics, and delivering compelling brand storytelling. Passionate about leveraging analytics and creativity to drive measurable growth.

## EDUCATION

University of Nevada, Reno — Pre-Business (Marketing Emphasis), Expected May 2029  
Bishop Gorman High School — Honors Diploma, May 2025 (GPA: 3.98)

## MARKETING EXPERIENCE

**Photography Club, Board Member** — Las Vegas, NV (Aug 2024 – May 2025)

- Executed 20+ marketing campaigns per semester, increasing member engagement by 35% and event attendance by 50%
- Grew club membership by 100% (15+ new members) through targeted outreach and social promotion strategies
- Increased social media reach by ~60% by optimizing content strategy and posting consistency
- Developed brand identity through cohesive visual storytelling across events and promotions

**Bower's Golf Association, Assistant Coach** — Las Vegas, NV (Jan 2021 – May 2024)

- Improved program retention rates by ~25% through enhanced participant engagement and personalized communication
- Delivered experiences to 20+ recurring clients, increasing satisfaction and repeat attendance
- Promoted events and programs, contributing to consistent participation growth across seasons

**NSPCA, Volunteer** — Las Vegas, NV (Spring 2024)

- Supported operations impacting 40+ animals while enhancing visitor experience and brand perception
- Contributed to team coordination that improved daily efficiency by ~20%

**Catholic Charities & St. Francis of Assisi, Volunteer** — Las Vegas, NV

- Helped execute outreach events serving 200+ attendees, improving community engagement
- Supported event logistics and audience interaction, contributing to smooth execution and positive feedback

## MARKETING SKILLS

- Social Media Analytics
- Audience Growth
- Content Creation
- Communication
- Data Interpretation
- Brand Strategy
- Campaign Execution
- Engagement Optimization
- Leadership
- Team Collaboration