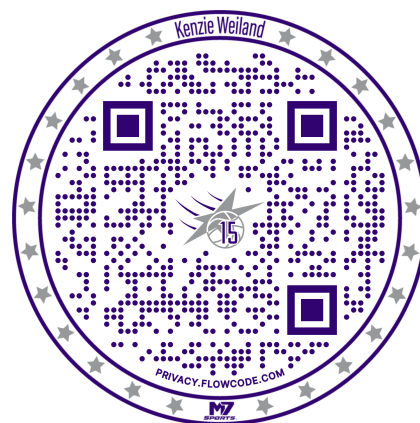


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# MAKENZIE WEILAND

Beaver, PA  
(724) 888-9780  
[kweiland@capital.edu](mailto:kweiland@capital.edu)  
<https://page.m7sports.agency/kenzieweiland>

*Skilled NCAA DIII Student-Athlete with the determination to gain experience in marketing and public relations to work towards my career goals.*



## EDUCATION —

### Capital University, Columbus, OH - 2025

Bachelor of Arts in Marketing/Public Relations

Minor in Emerging Media

GPA: 3.60

- Honors: Academic All-OAC, Presidents List Fall 2022
- Clubs: Varsity Women's Basketball, SAAC Representative, Capital Athletics Social Media

## INTERNSHIP/WORK EXPERIENCE —

### M:7 Agency, Beaver, PA - Marketing and Research Intern

MAY 2023 - Present

- Conduct research for various marketing strategies internally and for clients.
- Helped create content calendars for Agency, M:7 Sports, and clients.
- Created copy for company and client social media, marketing items, and one-pagers.

### Capital Athletics, Columbus, OH - Fan Engagement Intern

AUGUST 2021 - Present

- Create engaging and exciting content across ten NCAA Division III athletics programs for Capital University Athletics
- Assist with creating a content calendar
- Research and analyze the latest social media trends

### Grumpy Beaver Pub, Beaver, PA - Waitress

JUNE 2022 - AUGUST 2022

- Coordinated food and drink orders efficiently to increase customer satisfaction.
- Assigned busiest shifts by management for efficiency.

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- Collaborated with a cross-functional team daily to ease business operations within the restaurant.

### **Walmart, Baden, PA - Personal Shopper**

AUGUST 2020 - JUNE 2021

- Coordinated grocery orders for customers to prepare and dispense orders in a timely manner.
- Interacted with customers daily while shopping and dispensing orders.
- Scheduled busiest shifts by managers for efficiency & received a pay increase for strong work performance.

### **Mario's Dockside, Beaver, PA - Hostess**

JULY 2019 - AUGUST 2020

- Coordinated takeout orders, seating arrangements, and reservations for a full-scale food and beverage operation
- Worked within a cross-functional team to provide exceptional customer service
- Reconciled monetary transaction

### **Ribbon Bridal, Beaver, PA - Sales Consultant**

SEPTEMBER 2018 - JUNE 2019

- Executed opening and closing responsibilities for a retail bridal shop
- Provided exceptional customer service and consultation on choosing the best product to meet their needs and budget
- Organized and tracked inventory and appointments
- Reconciled monetary transactions

## **SPORTS —**

### **Capital University Women's Basketball - Forward - Junior**

- Intercollegiate student-athlete for the NCAA Division III Capital University Comets
- Appeared in 17 games for the Comets over 2 seasons (Freshmen and Sophomore), averaging 4.9 PPG and a .688 FT%.
- Student-Athlete Advisory Committee (SAAC) Representative

## **ADDITIONAL SKILLS —**

- Soft Skills: Hardworking, Driven, Dedicated
- Hard Skills: Research and writing