

# AMANDA KLINE

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## EDUCATION

**University of Rhode Island**, Kingston, RI

May 2028

Bachelor of Science in Business Administration, Major: Marketing

GPA 3.45/4.0, Dean's List

## MARKETING EXPERIENCE

**Twin Rivers Casino**, Lincoln, RI

January 2026 – Present

**Marketing and Special Events Intern**

- Coordinates backstage meet and greet sessions with performers
- Conducts tournaments, contests, and giveaway promotions with Twin Rivers' customers
- Responsible for event operations pertaining to customer interactions, events, and policy enforcement

**Pepper's Closet**, Coventry, RI

August 2025 - December 2026

**Marketing and Communications Intern**

- Developed new social media campaigns from the ground up, considering our products and target markets
- Monitored social channels for trending news, ideas, and memes, then capitalize on those trends through our social media accounts
- Performed research on our industries and provided actionable tips and advice for expanding their reach in the digital space

**Intro To Marketing in Business**, Kingston, RI

Spring 2025

**Student**

- Developed a basic customer segmentation system
- Targeted customer segments and positioned my product in the marketplace
- Gained an understanding of the psychology of consumer decision making

## LEADERSHIP ON CAMPUS

**URI Resident Assistant**

August 2025 – Present

- Responsible for creating and promoting a comfortable living and learning community for 45 residents
- Meets with students regarding social conflicts, personal concerns, academics, and policy violations
- Works directly with the Student Activities office to plan and execute events for over 6,200 students

**Civic Engagement Leader**

August 2025 - Present

- Facilitate 5 service projects focused on health, human services, education, and environment issue areas, with participants of college age students, numbering from 5-50+ volunteers
- Recruit and coordinate volunteers from the University of Rhode Island
- Organize logistics, networking, and assessment of outcomes of direct, indirect, and advocacy events

**Interfraternity Council**

August 2024 – May 2025

- Formulated rules and procedures for recruitment of new members
- Created guidelines for educating new members on Greek Life

## SKILLS

**Computer Skills**

- Proficient in Microsoft Office applications (Word, Excel, PowerPoint)
- Social Media Marketing (Facebook, Instagram, Twitter)

**Communication Skills**

- Languages: Spanish (Fluent), Italian (Basic)