

# Kyndall Hindman

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## Education

Youngstown State University (YSU) – Youngstown, Ohio  
Williamson College of Business Administration – AACSB Accredited  
**Bachelor of Science in Business Administration**, August 2025

Honors: **President's List** – 1 semester  
**Dean's List** – 2 semesters  
Major: **Marketing**

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## Relevant Experience

A.J. Foyt Racing – Indianapolis, Indiana

May 15, 2025 – May 25, 2025

### Indy 500 Social Media Intern

- Import our photographers photos to Canva to create graphics for the AJ Foyt Racing Team social media pages
- Work alongside Communications Director to post live updates of our driver's progress, standings, and outcomes.

YSU Athletics – Youngstown, Ohio

January 2025 – May 2025

### Marketing Intern

- Utilize Photoshop, Premiere, and Canva to edit videos and create graphics for the YSU Sports media pages
- Work alongside Social Media Coordinator and Director of Athletic Communications to develop creative content strategies, plan content release, and capture content featuring student-athletes

YSU Swim & Dive Team – Youngstown, Ohio

August 2022 – May 2025

### Head of Social Media Committee

- Lead a team of 12 to create and post content on multiple social media platforms to help recruit new athletes
- Utilize Canva on a daily basis to create graphics to post to all of YSU Swim and Dive social media pages.
- Manage the team in their assigned roles and keep everyone on track to their deadlines and responsibilities.

Deep End Clothing – Huntington Beach, California

### Marketing Intern/Warehouse Team Member

May 2022 – December 2022

- Managed company Instagram to schedule posts, tracked engagement, and interacted with followers while also creating an influencer program and hub to increase customer base
  - Planned and created new promotions which increased sales by 20% and maintained relevancy
  - Organized, folded, and maintained cleanliness of warehouse and stock, processed returns and exchanges
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## Other Experience

Sunsational Swim School/Self Employed – Southern California

### Private Swim Instructor

May 2023 – Present

- Designed personalized swim lessons tailored to clients' ages, skill level, and goals as young as 10mo
  - Maintained consistent 10+ client base through communication, reliability, and referrals from satisfied clients.
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## Activities

YSU Swim Team

August 2021 – May 2025

### NCAA Division 1 Athlete, Social Media Committee, DEIAB Student-Athlete Rep, 1HL Athlete Rep

- Balance 20+ hours of practice and meets while maintaining full academic course load
- Exemplify leadership and time management to maintain an active team member of 60+ teammates
- Attend monthly meetings with YSU Athletic Staff to help improve Diversity and Inclusion within athletics

For the Culture Club, Women's Empowerment Club **Member, PR Representative** February 2023 – May 2025

- Attend monthly meetings to discuss BIPOC struggles and how to combat them
- Create an environment for people of color to feel included and heard
- Handle social media platforms to create awareness on and off campus of the club

American Marketing Association (AMA), **Member**

March 2022 – August 2023

- Attend weekly meetings to learn about marketing and sales with different professional presentations
- Participate in team building activities and events that provide hands on experience and promote collaboration

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### **Technical Skills/Relevant Courses**

Adobe Photoshop, Adobe Premiere, Canva, Microsoft Office Suite, Google Workspace, Notion, & Shopify

Marketing Concepts & Practice (A); Sports Marketing (A); Professional Selling (A); Marketing Analytics & Research (B); B2B Marketing (A), Leadership in Business & Society (A); Marketing Management (A), Managing Workplace Diversity (A)