

MAKAYLA SCOTT

Business Administration Marketing Graduate

PROFESSIONAL SUMMARY

Business Administration Marketing Graduate with 4 years of experience in marketing, customer service, and event management. Demonstrates exceptional leadership and analytical skills, having successfully led marketing campaigns and crowd control strategies that enhanced brand visibility and event safety. Passionate about leveraging innovative branding and effective networking to drive business success and aspiring to utilize these skills in a dynamic environment. I am actively pursuing opportunities in the fields of marketing and business administration.

EMPLOYMENT HISTORY

PROMOTION STAFF / TEAM LEAD

Assist Marketing Agency

Jun 2025 - Present

Indianapolis, IN - Chicago Illinois

- * Greeting attendees with a positive attitude and directing them to the correct booth area.
 - * Offering outstanding hospitality to all booth visitors.
 - * Creating a memorable and positive experience for guests and clients.
 - * Using customer service skills to engage effectively with people.
 - * Supporting clients onsite by providing exceptional service.
 - * Identifying the business line of interest for each attendee.
 - * Being at the heart of the action and managing booth traffic efficiently.
 - * Maintaining an enthusiastic and outgoing demeanor throughout interactions.
 - * Making a difference by delivering top-notch service.
 - * Ensuring every visitor has an unforgettable experience from start to finish.
- ♦ Led a team in executing marketing campaigns, achieving substantial improvements in brand visibility and client engagement.

BEST CROWD MANAGEMENT

GardaWorld security/ on-site staff

Oct 2024 - Present

Indianapolis, IN

- On-site staff for local events ; for Lucas oil stadium , Indiana convention center ; football games , basketball games , travel staff for concerts , events , etc .
- ♦ Main responsibilities are to help onsite staff and security with crowd managementManaged crowd flow at events, ensuring safety and compliance, contributing to a seamless guest experience and reducing incidents.
 - ♦ Collaborated with event organizers to develop and implement crowd control strategies, enhancing overall event safety and attendee satisfaction.
 - ♦ Demonstrated exceptional communication skills to engage with guests, fostering a welcoming environment while maintaining order.
 - ♦ Monitored crowd dynamics using real-time data, allowing for proactive adjustments and minimizing potential disruptions.

MATERIAL HANDLER

Fedex

Oct 2025 - Present

Indianapolis

- ♦ Executed precise inventory management protocols while maintaining accurate tracking of shipment locations and delivery schedules, ensuring operational efficiency.Executed comprehensive inventory audits, resulting in enhanced accuracy of stock levels and streamlined replenishment processes.

EYELASH TECHNICIAN

Entrepreneur/small business

Jan 2023 - Present

Tuscaloosa, AL

- Perform eyelash tinting, perming, and lifting (curling).
- Provide advice on false lashes and products that extend the life of lashes.
 - Shape eyebrows and apply extensions.

ASSEMBLY LINE WORKER

ZF Industries/Schnellcke Logistics Plant

Dec 2022 - Mar 2023

Woodstock, AL

FRONT DESK/SHAMPOOER
Lavish Salon

Jan 2022 - Jan 2023
Crown Point, IN

Tending to customer needs, inquiries, and complaints.

- Informing hairdressers and beauticians about customer appointments and requirements.
- Managing phone calls, emails, deliveries, and office inventory.
- Processing bookings and cancellations, and managing appointment schedules.

FRONT DESK
Laquinta Inn Suites

Jan 2022 - Jan 2023
Tuscaloosa, AL

Greet and welcome guests as soon as they arrive at the office.

- Direct visitors to the appropriate person and office.
- Answer, screen and forward incoming phone calls.
- Ensure reception area is tidy and presentable, with all necessary stationery and material (e.g. pens, forms and brochures).

GAME DAY SKY BOX SERVER
Kelly Food Services

Jan 2021 - Jan 2022
University of Alabama

Serve sky box food/sort for the football guest/family members.

- Seasonal job.
- Cleaning/sorting sections.

EVENT MANAGER / INTERN
Maverick Solutions

Apr 2025 - Jun 2025
Indianapolis

- ♦ Day to Day tasks Works with a non profit organization and collect donations and support for children in schools /programs.Collaborated with vendors to coordinate logistics for events, ensuring seamless execution and enhancing attendee experiences.
- ♦ Managed event timelines, leading to on-schedule deliveries and improved stakeholder satisfaction.
- ♦ Developed creative themes for events, resulting in increased engagement and positive feedback from participants.

EDUCATION

BACHELOR'S IN BUSINESS ADMINISTRATION AND MARKETING
Stillman College

May 2025
Tuscaloosa, AL

JUN 2019
Merrillville High School

Merrillville, IN

SKILLS

Networking (*Expert*), Marketing, Branding (*Experienced*), Customer Service (*Experienced*), Sales, Content Creation, Financial Literacy, Research, Leadership, Analytical Skills, Teamwork, Inventory Management.

HOBBIES

Here are some of my interest/ hobbies :

- * Content Creation: Crafting engaging digital content.
- * Sales Marketing: Developing and implementing strategic marketing campaigns.
- * Acting: Performing in theatrical productions and on-screen roles.
- * Brand Ambassador: Representing and promoting brands through various channels.
- * Working Out: Maintaining physical fitness through regular exercise.
- * Baking: Creating delicious baked goods and experimenting with new recipes.
- * Traveling: Exploring new cultures and destinations.
- * Graphic Design: Designing visual content for various media.
- * Social Media: Managing and creating content for social media platforms.

ADDITIONAL INFORMATION

ACHIEVEMENTS

- Academic scholarships

- National Leadership of Society Member
- Modeling Troupe Member
- College Track and field scholarship

LINKS

Linkedin: www.linkedin.com, Handshake: stillman.joinhandshake.com.