

Bronwyn Hyland

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EDUCATION

University Of Miami, Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Marketing and Finance

Minor in Advertising

Expected Graduation Date: Spring 2026

- **GPA:** 3.82
- **Honors:** Presidential Honors List; Provost List
- **Relevant Coursework:** Business Analytics; Principles of Financial Accounting; Quantitative Applications in Business; Introduction to Business Statistics; Professional Selling; Managerial Accounting; Intermediate Financial Management; Investment and Security Markets; Fixed Income Markets and Analysis

WORK & LEADERSHIP EXPERIENCE

Intersection Inc.

Hudson Yards, NYC

Client Success Intern

June 2023– August 2024

- Determined Discus Compliance using mapping system provided by the company within major cities including Philadelphia, New York City, Chicago, and Portland for different media types including
- Digital Urban Panels, Digital Panels, Bus Wraps and Bench Wraps
- Analyzed PowerPoint presentations and developed proposals for different media forms based on individual company needs
- Interfaced with advertising agents to process contracts and provide competitiveness for clients
- Attended and took notes at weekly meetings for the New York National Team
- Collected and prepared a substantial list of prospects in different markets to look target to target the following quarter

The Hyland Effect

Delray Beach, FL

Director of Business Development

June 2021–

- Designed PowerPoint presentations and marketing collateral to adhere to client's individual needs
- Interfaced with client, print vendors and media companies to produce and traffic media in meetings
- Coordinated proof of performance campaign documentation and presentations for clients

Zeta Tau Alpha Sorority

Coral Gables, FL

Vice President of Finance

November 2023 – November 2024

- Managed and allocated a semesterly budget, oversaw all chapter financial operations, vendor payments, and expense tracking with accuracy and transparency
- Facilitated semester dues to chapter members
- Implemented new financial reporting systems using Excel and Google Sheets to increase clarity

Zeta Tau Alpha Sorority

Coral Gables, FL

Vice President of Membership and Development

November 2024 –

- Led new member education initiatives and developed programming to foster leadership, engagement, and sisterhood
- Collaborated with executive board to enhance recruitment strategy and improve member retention

SKILLS, ACTIVITIES & INTERESTS

Languages: Conversational Proficiency in Spanish

Technical Skills: Mastery in Powerpoint; Proficient in Excel

Certifications & Training: Google Display Ads Certification

Activities: Girl Scouts of America; Dance Marathon; Zeta Tau Alpha; Women in Business

Interests: Advertising; Digital Design; Traveling; Service Work; Painting