

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

May 2026

- **GPA:** 3.756 / 4.0
- **Honors:** Dean's List (all semesters); Provost's Honors List; President's Honors List; President's Scholarship; Member of Zeta Tau Alpha; Member of Rho Lambda; Member of Order of Omega
- **Relevant Coursework:** Business Analytics; Principles of Financial Accounting; Quantitative Applications in Business; Business Statistics; Professional Selling; Managerial Accounting; Intermediate Financial Management; Investment and Security Markets; Fixed Income Markets and Analysis; Principles of Risk Management & Insurance, Financial Institutions and Markets; AI for Advertising; Private Equity and Venture Capital; Marketing for Entrepreneurs; Digital Marketing

WORK & LEADERSHIP EXPERIENCE

The Hyland Effect LLC

Delray Beach, FL

Head of Marketing

June 2021 – Current

- Prospected various brand categories and initiated outreach via LinkedIn, email, and Zoom
- Assisted in media planning via Excel to determine client budgeting, location analysis, and effectiveness of impressions across various states, in conjunction with the prices of vendors
- Managed print production and tracking of advertiser content for clients including Wonder, Life360, Wrangler, DraftKings and many others
- Built proof of performance client completion reports to ensure the efficiency of the advertisement

Intersection Media LLC

Hudson Yards, NY

Client Success Intern

June 2023 – August 2024

- Determined DISCUS Alcohol Media Compliance using mapping system within major U.S. Cities
- Developed PowerPoint presentations and media proposals for different media forms based upon client briefs and objectives
- Interfaced with advertising sales team to process contracts and provide competitive data for clients
- Generated substantial list of new client prospects in different markets

Zeta Tau Alpha Sorority

Coral Gables, FL

Vice President of Membership and Development

November 2024 – November 2025

- Led new member education initiatives and developed custom programming to foster leadership, engagement, and sisterhood
- Responsible for Bid Day, new member initiation, trained active members for the role and responsibility of Big Sister
- Collaborated with executive board to enhance recruitment strategy and improve member retention

Zeta Tau Alpha Sorority

Coral Gables, FL

Vice President Finance

November 2023 – November 2024

- Developed, managed, and allocated a detailed budget, oversaw all chapter financial operations, vendor payments, and expense tracking with accuracy and transparency
- Facilitated gathering semester dues from chapter members, developing payment plans as needed
- Implemented new financial reporting systems using Excel and Google Sheets to increase clarity

SKILLS, ACTIVITIES & INTERESTS

Languages: Conversational Proficiency in Spanish

Technical Skills: Mastery in Powerpoint; Mastery in Microsoft Excel; Proficiency in Bloomberg Terminal; Proficiency in Tableau

Certifications & Training: Google Display Ads Certification; Bloomberg Market Concepts; Securities Industry Essentials- In Progress

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

Interests: Marketing; Social Media; Digital Design; Traveling; Service Work