

# 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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## Marketing Projects

Chili Bowl Nationals 2026 Midget Car Sponsorship – **McQueen Racing** Sept. 2025 – Jan. 2025

- Created a professional sponsorship deck showcasing team value and partnership opportunities.
- Developed a clear tiered pricing structure to help prospects understand package options.
- Maintained consistent communication with potential sponsors to secure January race partnerships.

Squarespace Website Refresh – **Anastasia Papadakis Law** Nov. 1, 2025 – Nov. 18, 2025

- Reworked site layout, branding, and visuals to align with the client's style and goals.
- Built a clean, user-friendly 5-page website aimed at attracting new clients.
- Ensured the website accurately represented the client's services and brand voice.

Personal Assistant/Marketing – **Cannonball Run Rally** Oct. 8, 2025 – Oct. 19, 2025

- Supported operations for a 9-day cross-country rally spanning 7 states.
  - Coordinated with hotels, restaurants, and vendors to ensure all logistics were confirmed & executed smoothly.
  - Managed daily communication for 50+ participants, sending updates, location changes, and daily event details.
  - Worked with marketing staff and 7 photographers/videographers to guide content direction, ensuring consistent branding and full event coverage.
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## Experience

*Santino Ferrucci – Indianapolis, Indiana* May 2026 – Present

### **Social Media Manager**

- Collaborate with photographers and videographers to create content for Santino's personal accounts
- Attend any appearances, dinners, interviews, and race activities to update social media and maintain a brand

*Los Alamitos Aquatics Foundation – Los Alamitos, California* November 2025 – Present

### **Club Water Polo Social Media Manager**

- Manage Instagram and Facebook accounts with regular weekly posting.
- Produce photo/video content that highlights athletes, team culture, and daily training.
- Design graphics for announcements, game days, and organizational updates.

*Gahr High School – Artesia, California* December 2025 – May 2026

### **Associate Head Coach**

- Plan & Run practices and attend competitions
- Take pictures, create graphics, and post to the team's Instagram.

*A.J. Foyt Racing – Indianapolis, Indiana* May 15, 2025 – May 25, 2025

### **Indy 500 Social Media Intern**

- Imported our photographers' photos to Canva to create graphics for the AJ Foyt Racing Team social media pages.
- Worked with the Communications Director to post live updates on drivers' progress, standings, and outcomes.

YSU Athletics – Youngstown, Ohio

January 2025 – May 2025

**Marketing Intern**

- Designed graphics and edited video content using Photoshop, Premiere, and Canva.
- Helped plan content calendars and brainstorm creative strategies.
- Captured on-site content featuring student-athletes.

YSU Swim & Dive Team – Youngstown, Ohio

August 2022 – May 2025

**Head of Social Media Committee**

- Led a 12-person creative team responsible for all social media output.
- Produced consistent content and graphics to support recruiting and team branding.
- Delegated tasks, set deadlines, and kept the team aligned.

Deep End Clothing – Huntington Beach, California

May 2022 – December 2022

**Marketing Intern/Warehouse Team Member**

- Managed Instagram to schedule posts, track engagement, and interact with followers.
  - Built an influencer program to expand brand exposure.
  - Planned and created new promotions, which increased sales by 20% and maintained relevancy.
  - Supported warehouse operations, inventory management, and customer returns.
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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 a 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.

YSU For the Culture Club, Women’s Empowerment Club

February 2023 – May 2025

**Member & PR Representative**

- Attend monthly meetings to discuss BIPOC struggles and how to combat them.
  - Create an environment that fosters inclusion and empowers people of color to feel heard.
  - Utilize social media platforms to raise awareness of the club, both on and off campus.
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**Technical Skills**

Adobe Creative Cloud · Canva Pro · Microsoft Office · Google Workspace · Metricool · Slack · ClickUp · Figma · Notion