

Monique Kestel

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Objective

Business marketing student at Holy Family University with hands-on experience in digital content, social media management, and consumer engagement, seeking a summer marketing internship. Eager to contribute to digital consumer engagement, consumer insights, and marketing analytics projects while building professional skills through networking and cross-functional exposure to the business.

Core Competencies: Digital Consumer Engagement • Consumer Insights • Marketing Analytics • Social Media Marketing • Content Creation • Social Commerce • Market Research • Google Analytics (GA4) • Excel • SQL • Canva

Education

Holy Family University Philadelphia, PA
B.A. in Management/Marketing *Expected Graduation: 05/2028*
• GPA: 3.75/4.0 | Honors: Dean's List
• Relevant Coursework: Principles of Marketing, Consumer Behavior, Digital Marketing, Marketing Research, Business Statistics, Principles of Management

Marketing Experience

Social Media Manager (Instagram) March 2022 – August 2026
Enchanted Child Development Center *Philadelphia, PA*
• Managed the center's Instagram account end-to-end, posting twice daily plus Stories and reaching approximately 10,000 people per week.
• Created content to keep parents informed and attract new families, including updates, announcements, and event highlights.
• Engaged daily with the local parent community through comments and messages, building trust and strengthening the center's online presence.

Academic Projects

TikTok Shop Marketing Analysis Fall 2025
Management/Marketing Coursework, Holy Family University *Philadelphia, PA*
• Researched TikTok Shop as an emerging social commerce platform, analyzing industry data including \$4.4B in U.S. sales in Q4 2024 and 200% year-over-year transaction growth.
• Analyzed the creator-affiliate model (20% to 30% commissions), a catalog of 15M+ products, and a core Gen Z and Millennial audience with a \$30 to \$50 average order value.
• Compared TikTok Shop with Amazon and Instagram Shopping and presented findings and future content-commerce trends to the class.

Work Experience

Daycare Worker March 2022 – Present
Enchanted Child Development Center *Philadelphia, PA*
• Support daily classroom operations for up to 50 children alongside a team of four other teachers, ensuring safety, engagement, and consistent care for both typically developing and special needs children.
• Process tuition payments and daily transactions, maintaining accurate and organized financial records for the business.
• Serve as a primary point of contact between staff and families, building and maintaining parent trust.
• Independently plan and lead a recurring kids' yoga wellness program as a volunteer instructor.
• Provide independent babysitting services, coordinating scheduling and care plans directly with client families.

Skills

- **Analytics & Software:** Google Analytics (GA4), Excel, SQL, Microsoft Office Suite, Canva
- **Marketing:** Digital consumer engagement, consumer insights, marketing analytics, social media management, content planning, social commerce, market research
- **Languages:** English (native), Russian (fluent)

Certifications

Google Analytics (GA4) Certification | Foundations of Digital Marketing and E-commerce, Google (Coursera), 2026