

KEIRA HANLON

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EDUCATION

Southern Methodist University, Cox School of Business

Bachelor of Business Administration in Finance with AI Specialization

Cumulative GPA: 3.54/4.00

Honors: University Scholarship — \$40,000 merit-based award for exceptional academic credentials and achievement

Dallas, TX

May 2029

EXPERIENCE

Epic Light Beauty

Marketing Intern

Greenwich, CT

Apr 2025 – Jun 2025

- Managed the brand's Instagram account end to end — publishing posts, tracking engagement, and responding to comments and audience messages
- Developed creative concepts for brand campaigns with the marketing team, contributing to messaging and visual direction from concept through launch
- Designed and produced showcase pamphlets and supporting promotional materials used to present the brand's products

Ackman-Ziff Real Estate Group

Intern

Remote

June 2026

- Attended partner-led briefings on debt and equity advisory, building familiarity with how commercial real estate capital markets transactions are structured and presented to investors

New Hope Community, Inc.

Caregiver

Rye, NY

Sep 2025 – Present

- Serve as a family caregiver for a sibling with special needs, working alongside teachers and family to provide consistent daily support
- Assist with essential daily living activities and lead interactive play and developmental activities that encourage engagement and motor skill development

LEADERSHIP AND ACTIVITIES

SMU AI for Business Club (charter pending)

Founding President

Dallas, TX

Sep 2026 – Present

- Leading the effort to establish a new student organization at the Cox School of Business focused on practical AI applications in business, drafting a full constitution and bylaws to meet Student Senate charter requirements
- Coordinating with the Student Senate Organizations Committee and a Cox faculty advisor to complete the official chartering process
- Recruited and finalized an officer team and engaged an SMU Caswell Coach for organizational strategy

Digital Content Creation — Fashion & Style

Creator

Instagram & TikTok

2022 – Present

- Built and maintain an audience of 13,700+ followers on Instagram and 11,000+ on TikTok, developing all content independently from concept through filming, editing, and posting
- Adapt content to each platform's format and audience behavior, using engagement performance to guide what to produce next

Teen Leadership Council at The Sharing Shelf

Member

Harrison, NY

Sep 2023 – May 2025

- Organized outreach campaigns through social media and local partnerships that increased volunteer participation and turnout
- Led community clothing donation drives, helping collect and sort 500+ clothing items per event

The Academy at Rye High School

Member

Rye, NY

Sep 2023 – May 2025

- Capstone Project on the costs of cerebral palsy care — produced a research paper, interviewed professionals, raised \$9,800 for a cerebral palsy program, and presented findings at a symposium

ADDITIONAL INFORMATION

Technical Skills: Microsoft Excel (Certified Associate); AI tools — ChatGPT, Claude, and Google Gemini, applied to financial modeling and data analysis, research and drafting, and coding/Excel automation for coursework

Certifications & Training: Microsoft Office Specialist — Excel Associate; pursuing AI Specialization at Cox School of Business