KELSEY TARVER

Bachelors of Business Administration | Marketing
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PROFESSIONAL SUMMARY

Texas Southern University Marketing student with a 3.5 GPA and President's List recognition, with experience in AI research, student government leadership, retail operations, client service, event coordination, and content creation. Seeking a marketing, business, or operations internship to apply research, communication, analytical, and project coordination skills.

EDUCATION

Texas Southern University | Bachelor of Business Administration in Marketing *Expected May 2028*
GPA: 3.5 | President's List Honoree

PROFESSIONAL EXPERIENCE

Regions Bank | AI Literacy Project Research Micro-Internship *2026*
- Research AI literacy, workplace adoption, customer experience, and responsible AI use in financial-services settings.
- Analyze human oversight, trust, employee communication, and second-opinion decision-making in AI-supported workplace processes.

Walmart | Stock Associate - Little Elm, TX *2024-2025*
- Stocked and organized merchandise, supported inventory accuracy and store presentation, and assisted customers in locating products.
- Collaborated with team members to meet daily operating goals and maintain merchandise availability.

Hair Braiding Service Provider | Self-Employed *2021-Present*
- Manage client scheduling, communication, pricing, payments, financial tracking, and digital and word-of-mouth marketing.
- Maintain client relationships and deliver professional services using sanitation and safety standards.

LEADERSHIP & CAMPUS INVOLVEMENT

Academic Affairs Senator | Texas Southern University Student Government Association *2026-Present*
- Lead the Academic Affairs Committee, coordinate student outreach and academic programming, and represent student concerns.
- Develop legislation and campus initiatives addressing textbook affordability, academic resources, accountability, and learning conditions.
- Coordinate academic events and collaborate with campus partners on planning, outreach, and student feedback.

Campus PALS | Volunteer Peer Mentor *2026-Present*
- Support incoming students with campus resources, student involvement, peer mentorship, and the transition to college.

Additional Involvement: SGA Financial Affairs Committee; University Program Council - Spirit & Travel and Social Recreation; Fly Navy Committee.

PROJECTS & PROFESSIONAL DEVELOPMENT

Stock Pitch Competition: Researched a company, developed an investment thesis, applied financial analysis, and presented a stock recommendation.
Paris Study Abroad Program: Completed an international academic experience focused on cultural learning, research, and presentation work.
AI Fluency Initiative & Community Luncheon: Participated in AI education and community engagement hosted by the Office of Commissioner Rodney Ellis and the National Action Network.

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

National Council of Negro Women (NCNW) | Member, 2026
The Fifth Society | Content Creator
Esther Funds Foundation | Campus Ambassador
National Sales Network (NSN), Houston Chapter - Student Member
Canva - Certifications
Meta - AI Certifications
Professional Hair Braiding - Certified

SKILLS

Marketing & Digital: Canva, Social Media Marketing, Content Creation | **Business & Analytical:** Research, Basic Data Analysis, Budgeting, Financial Tracking, Inventory & Operations | **Professional:** Microsoft Excel, Word, PowerPoint, Client Relations, Event Coordination, Communication