

KYONA MILETTE

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EDUCATION

Ohio University, College of Business | Athens, OH

May 2026

Bachelor of Business Administration

Major: Marketing

Certificate: Consumer Research, Social Media

GPA: 3.7

Business Cluster | Athens, OH

January 2024 – May 2024

Copeland Associate

- Participated in cross-cultural teams researching quantitative and qualitative data to solve authentic, complex business problems across the Pet Industry, concluding with an in-depth industry analysis
- Developed professional communication, teamwork, time management, critical thinking, and analytical skills through integrated business studies and applying related principles to researching activities
- Gained knowledge within various business sectors, and with a marketing focus, learned effective research and analysis concepts, allowing for more coherent research skills

EXPERIENCE

Vernon R. Alden Library | Athens, OH

October 2022 – Present

Student Team Leader

- Aid patrons with research/technology questions via in-person, online chat, and telecommunication to navigate the process of accessing library resources and services, resulting in enhanced interpersonal skills
- Manage a team of student desk workers by communicating timely notices and facilitating training or events, ensuring that the staff is informed of important announcements
- Hold additional responsibilities including opening/closing duties and acting as an authority in the absence of full-time staff, addressing issues and ensuring a seamless library experience for patrons

Scotts Miracle-Gro | Marysville, OH

May 2025 – August 2025

User Experience Research Intern

- Analyzed heat maps and session recordings across SMG brand websites to monitor user behaviors, identify friction points, and uncover opportunities for UX optimization
- Conducted unmoderated think-aloud usability studies to capture in-depth qualitative insights, delivering actionable takeaways and recommendations that guided cross-functional improvements
- Created a digital UX playbook by leveraging internal and external research, delivering platform-agnostic recommendations to SMG retail partners to enhance the online lawn and garden shopping experience

LEADERSHIP ACTIVITIES AND MEMBERSHIPS

OHIO Center for Consumer Research and Analytics | Athens, OH

January 2025 – Present

Research Lead

- Collaborate with a team of student research fellows and a live client to gather consumer insights that directly align with the client's research objectives, leading to strategic and data-driven recommendations
- Engage in quali-quant research methods, including in-depth interviews, focus groups, and online surveys to analyze current behaviors and trends, prompting the discovery of areas for innovation
- Lead client communication through timely project check-ins to ensure clear alignment of the research process, resulting in organized and structured collaboration.

Marketing Communications Coordinator

August 2024 – Present

- Designed visually appealing graphics for social media platforms to align with the current brand aesthetics, enhancing the CRA's online presence and user experience
- Worked in a team, creating dynamic social media content to increase audience engagement and highlight the work done within the organization, resulting in skills for videography and content strategy