

Kyla Railey-Lowery

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Education

PURDUE GLOBAL UNIVERSITY

M.S. in Legal and Professional Studies

Thesis: Rent Control Laws and the Central Florida Economy

GPA: 3.8

Online

2021-2024

STEVENSON UNIVERSITY

B.S. in Visual Communication Design

Emphasis on Motion Graphics

GPA: 3.7

Owings Mills, MD.

2017-2019

HOWARD COMMUNITY COLLEGE

A.A. in Game Design & Simulation

GPA: 3.8

Columbia, MD.

2015-2017

Experience

BUILD-A-BEAR WORKSHOP

Events Manager

Orlando, FL.

Nov. 2020-June 2025

- Managed one of the top three highest grossing stores during Holiday Season, Gaylord Palms, generating average revenue of \$24,000 in singular sales day.
- Maintained a 70% increase to planned sales revenue and performance metrics of a newly opened location.
- Coached team members to strive for an average dollar per sale above \$58 and a unit per transaction above 6.
- Focused on the highest possible conversion for the tourist background, as well as the increase in traffic leverage.
- Improved merchandise presentation for sales to keep the store show ready.
- Coordinated with venue for Cheer Varsity pop-ups, while ensuring proper staffing and inventory is kept.
- Communicated with corporate partners to maintain a working relationship for event needs.
- Managed pop-up events with the average attendance being 51,000.
- Organized transfers and stock rooms, keeping a record of sales paperwork and inventory documents.

Previous Roles with Build-a-Bear Workshop include:

Chief Workshop Manager of Gaylord Palms Pop-Up (October 2023-January 2024, October 2024-January 2025)

Assistant Store Manager at Icon Park (June 2021-May 2022)

WALT DISNEY WORLD RESORT - EPCOT

Lake Buena Vista, FL.

Merchandise Coordinator

May 2022-May 2025

- Facilitated the Train the Trainer course in a classroom setting to help cast members grow into their new role as a trainer.
- Demonstrated a courteous, helping hand to new cast members in learning company values, policies, and procedures.
- Assisted a high volume of guest transactions and oversaw large dollar sum amounts efficiently.
- Obtained inventory and participated in stocking the floor and tracking sales, including vintage, original artwork, and alcohol.
- Trained to diffuse high-tension situations safely and reinforce a positive experience for the guest.
- Managed the cast deployment system, while focusing on operational needs based on labor, traffic, and revenue.

- Utilized effective communication skills to engage with guests and provide personalized recommendations to increase guest satisfaction and cast member recognition.
- Provided and implemented feedback towards cast member's regarding both policy and sales.
- Reflected on the inclusion of unique backgrounds, cultures, perspectives, skills and prior knowledge of the team when making decisions.

Previous roles with the Walt Disney include:

Magic Kingdom Attractions Park Greeter (Fall 2018 College Program, September 2018-January 2019)

Magic Kingdom Transportation Parking (Spring 2020 College Program, January 2020-March 2020)

HOWARD COUNTY LIBRARY

Ellicott City, MD.

Interlibrary Loan Specialist

June 2018-Jan. 2020

- Sorted and processed hundreds of new books and library materials using the Polaris and Marina systems
- Researched customer requests for uncommon media through the OCLC system
- Processed over 500 interlibrary loan research requests on a weekly basis
- Maintained records of items received, stored, issued and returned, and logged material information
- Catalogued historic documents for use in educational and research projects

HOWARD COMMUNITY COLLEGE

Columbia, MD.

Editorial Assistant Intern

Aug. 2016-Nov. 2016

- Recruited and hired student writers and staff for open newspaper positions
- Led and participated in editorial meetings to brainstorm and develop content ideas
- Managed publication deadlines and ensured writers met their submission schedules
- Oversaw budgeting and financial aspects of the newspaper
- Collaborated effectively with team members and other campus staff
- Supervised and guided a team of six student writers to meet editorial goals
- Facilitated New Student Orientation events to engage and support incoming students

Volunteer Experience

CHASE ANIMAL SANCTUARY, 501-C(3)

Webster, FL.

Animal Caretaker

May 2022-May 2023

- Worked with the rescue to provide exemplary care to animals, including the feeding and cleaning of animals and their habitats.

Awards & Achievements

2022 Quarterly Award 4th Quarter Epcot Merchandise

2021-2024 Member of the National Society of Leadership and Success (NSLS)

2017 SU Art & Design Scholarship from Stevenson University

2017 Seven Oaks Scholarship from Stevenson University

2017 Transfer Scholarship from Stevenson University

2015-2017 Howard Community College Dean's List

Skills & Interests

Programs/Technical: Photoshop, InDesign, Illustrator, After Effects, Wordpress, HTML/CSS, Content Management Systems, Sony Vegas, Capcut, Canva, Social Media, SEO, and Microsoft Office

Business Skills: Coaching, Cash Handling, Conflict Management, Recruiting, Retail Partnerships, Sales Forecasting, Multitasking, Community Outreach, Event Set-Up