KAYLA SARAVO

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EDUCATION

University of Miami — *Coral Gables, FL*
Bachelor of Business Administration in Entrepreneurship — May 2028
Minor in Artificial Intelligence

> **Heffner Entrepreneurial Fellowship Recipient (2026)** — Endowed award recognizing outstanding entrepreneurial endeavors, selected by the University of Miami Herbert Business School.

WORK EXPERIENCE

Saltline Studios, LLC • saltlinepilates.com — *Miami, FL*
Founder — June 2026 – Present

- Founded Miami's first private on-water Pilates experience for bachelorette parties, corporate events, and group celebrations. Built on a "wellness first, celebration second" model, Saltline partners with yacht and boat operators and certified Pilates instructors to deliver an on-board class followed by open time on the water, sold as all-inclusive packages with optional add-ons.
- Secured partnerships with three charter operators after outreach to 50+ operators, negotiating rates, and screening vessels for compatible availability and deck capacity.
- Recruited and hired certified Pilates instructors as contractors.
- Developed a pricing strategy with a 17% margin through cost analysis and financial modeling with fixed-price add-ons.
- Drafted company policies, terms and conditions, vendor contracts, and contractor agreements.
- Defined product requirements and built the company website using AI tools (Lovable, Claude).
- Conducted user research to guide further iterations of the website and brand style.
- Received inquiries organically after soft launch, then employed a marketing strategy consisting of Google, Meta, and ChatGPT ads, as well as social media content.

Project Expedition — *Manhattan, NY*
Business Development & Product Expansion Intern — June 2025 – August 2025

- Conducted international business development outreach by researching and contacting tour operators, negotiating vendor rates, and onboarding partners onto the platform.
- Managed full-cycle partner integration, including creating business profiles, configuring booking software integrations, performing quality assurance checks, and publishing live experiences on Project Expedition's website.

Uncle Tony's Reptiles — *Long Island, NY*
Customer Success Manager — June 2024 – August 2024

- Assisted customers online with product selection, ordering, billing, returns, exchanges, and technical support.
- Oversaw and updated available products and services to MorphMarket.
- Sold reptiles to customers by providing personalized assistance through a live chat.

Rockaway Initiative for Sustainability & Equity — *Rockaway, NY*
Intern — June 2023 – August 2023

- Collaborated with scientists at the CUNY Advanced Science Research Center lab to research New York City air quality, detecting high VOC, NO2, & PM2.5 levels through PurpleAir monitors across NYC and determined its sources.
- Presented through the Pinkerton Science Scholars and New York City Science Research Mentoring Consortium led by American Museum of Natural History.
- Completed community service to aid in the conservation of wildlife.

NYU's Innovation, Entrepreneurship & the Science of Smart Cities (ieSoSC) — *Manhattan, NY*
Intern — June 2022 – August 2022

- Designed, prototyped, and tested a gunshot detection system with the goals of improving response times to school shootings and providing families with reassurance.
- Collaborated with a team to apply new skills of coding and building circuits to develop a solution to a community problem, placing first in the program's Shark Tank competition.

PROJECTS

WeatherSmart

Spring 2026

AI-Powered Weather Planning App

- Conducted exploratory user research (surveys and user interviews) to identify gaps and pain points in existing weather apps.
- Collaborated with peers in the computer science department to build a prototype mobile app (using Python, Open-Meteo API, and Google Colab) that syncs with a user's calendar and uses AI to generate event-specific outfit recommendations based on real-time forecast data.
- Conducted additional user research to test the prototype and created a roadmap of priorities for the team to develop a v2.
- Explored monetization opportunities, such as partnerships and integrations with clothing brands to enable sponsored, weather-relevant product suggestions to users.

SKILLS & ACTIVITIES

Technical Skills: Google Suite · Microsoft 365 · Excel

Hobbies & Interests: Avid traveler and hiker · Fitness enthusiast (volleyball & rugby) · Animal lover with experience in animal care and education