



KAYLA KELLY

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12542 Topaz St,
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CHANNELS

kkelly.online

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SKILLS

strong communication and interpersonal skills
project management
website management
creative concepting
graphic design
video production
content writing
social media marketing
customer service
SEO and CRM
public relations

PLATFORMS

Adobe Creative Cloud:

InDesign, Photoshop, Acrobat, Premiere Pro, Illustrator

Website Management:

WordPress, Squarespace, Wix

Microsoft:

SharePoint, Word, Excel

Social Media:

Facebook, Instagram, Snapchat, Later, HootSuite, MagicInfo

Project Management:

Basecamp, Monday, Wrike

E-Marketing

MailChimp, Constant Contact, Email Direct

With a strong background in content production, graphic design and creative marketing, I have over 6 years experience in the marketing and communications industry. I am currently seeking a position that allows me to combine my skills in strategic marketing and high level of creative and design capabilities to help progress overall brand and marketing effectiveness. I believe my expertise and strong knowledge of digital marketing would be valuable in both client-based and agency marketing.

WORK HISTORY

MARKETING • RJE OCEANBOTICS • 2019

- Develop product launch marketing plan for new SRV-8 underwater ROV
- Establish advertising budget and media plan
- Assist in the development of brand messaging and identify unique selling points for vertical markets
- Videography and video editing for YouTube channel and website media gallery
- Press release/advertorial copywriting
- Website management and SEO
- Social media content planning and execution
- Assist with graphics, photography and content development

FREELANCE MARKETER • KAY.KELLY.CREATIVES • 2017 - 2019

- Create logo design, branding and copy writing for various businesses
- Produce materials including business cards, advertisement tools, and basic web design
- Manage social media and website updates
- Photography and social content development

DIGITAL MARKETING COORDINATOR • WOODSIDE • 2016 - 2019

- Lead design and creative on a three-man marketing and events team
- Responsible for all communications including email, social, and web content - copy writing, design, and engagement
- Led social media growth from 900 followers to 3k followers on instagram
- Project management; building assets, campaign coordination and execution
- Organize and execute all promotional material requests for seven different departments, and act as support for all aspects of their marketing initiatives
- Capture all in-house photography, including editing and publishing for digital use
- Develop content, storyline and script for brand video engagement initiatives
- Organize and execute all print production; including in-house and external marketing
- Provide support, planning, promotion and coordinating events
- On average executed 3-5 emails campaigns per week with a 33% average open rate
- Assisted in brand repositioning that yielded a new brand hierarchy for the business

MARKETING SPECIALIST • US TOY COMPANY • 2015 - 2016

- Assist in the development of content for three different brands; novelty, family and education brands
- Implement regular social media postings, Pinterest board, and website updates
- Assist in the production of all marketing collateral and email marketing for seasonal and annual sales catalogs
- Manage vendor relationships pertaining to marketing initiatives and partnerships
- Facilitate digital and print media requests through an internal graphics team for email, web banners, store signage and print ads
- Coordinate product and lifestyle photography, pulling products, booking regular casting call events, and staging sets during shoot days
- Manage and execute video for social content production
- Conduct monthly competitor analysis and report on trends

EDUCATION

UNIVERSITY OF MISSOURI - KANSAS CITY

BACHELORS OF SCIENCE: COMMUNICATIONS,
INTERPERSONAL, MARKETING AND PUBLIC RELATIONS

Courses include communications, mass media, culture and society, environmental studies, gender, human geography and global issues, and contemporary social problems

JOHNSON COUNTY COMMUNITY COLLEGE

POST-GRAD CONTINUED EDUCATION

Courses include Introduction to DSLR photography, Adobe InDesign