

Kayla Sellers

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Professional Summary

Dynamic and results-driven marketing professional with over 8 years of experience in developing and executing innovative marketing strategies. Proven track record in leading successful campaigns and managing high-performing teams across diverse industries. Passionate about leveraging cutting-edge technology to drive brand growth and enhance customer engagement. Excellent communicator with strong analytical and leadership skills.

Experience

Marketing Manager

Tech Innovations Inc., San Francisco, CA
August 2018 – Present

- Developed and implemented comprehensive marketing strategies that increased brand awareness by 30% within the first year.
- Managed multi-channel marketing campaigns, resulting in a 25% increase in lead generation.
- Collaborated with cross-functional teams to align marketing initiatives with business goals.
- Led a team of 5 marketing professionals, providing mentorship and professional development opportunities.
- Analyzed market trends and customer insights to refine strategies and improve campaign performance.

Senior Marketing Specialist

Green Solutions, Boston, MA
June 2015 – July 2018

- Spearheaded digital marketing efforts, increasing website traffic by 40% through effective SEO and SEM strategies.
- Coordinated and executed successful product launch events, enhancing brand visibility and customer engagement.
- Developed content strategies that aligned with brand messaging and marketing objectives.
- Managed relationships with vendors and strategic partners, optimizing collaboration and resource allocation.

Marketing Coordinator

HealthTech Partners, Austin, TX
January 2013 – May 2015

- Assisted in the planning and execution of marketing campaigns and events.
- Conducted market research and analysis to identify new opportunities and support strategic planning.

- Maintained consistent brand messaging across digital and print platforms.
 - Supported the development of marketing materials and presentations.
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Education

Bachelor of Science in Marketing

University of Texas at Austin, Austin, TX

Graduated: May 2012

Skills

- Strategic Planning & Execution
 - Digital Marketing & SEO/SEM
 - Team Leadership & Mentoring
 - Market Research & Analysis
 - Brand Management & Positioning
 - Content Development & Strategy
 - Budget Management & Resource Allocation
 - CRM & Marketing Automation Platforms
 - Strong Verbal & Written Communication
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Certifications

- Certified Marketing Professional (CMP)
 - Digital Marketing Certification
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Professional Affiliations

- American Marketing Association (AMA)
 - Digital Marketing Association (DMA)
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References

Available upon request.