

Kaylin Shackelford
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Education:

Sullivan College of Technology and Design

Bachelor of Computer Graphic Design

GPA: 3.8

Deans List x 7

Louisville, KY

October 2017

Skills:

- | | | |
|--------------------|----------------------|------------------------|
| • Photoshop | • After Effects | • PowerPoint |
| • Illustrator | • Premier Pro | • Excel |
| • InDesign | • Video Editing | • Hootsuite |
| • Wordpress | • Content Management | • Speech/Communication |
| • Microsoft Office | • Data Analysis | • Management |
| | • Social Media | • SEO |

Experience:

USA Cares, Digital Media Strategist, Louisville, KY March 2020 – August 2020

- Regularly create content to be distributed via inbound channels for USA Cares.
- Continually measure performance on conversion-focused projects via A/B testing and KPI
- Strategize, develop and manage key conversion points in the marketing funnel, including landing pages, and calls-to-action
- Move projects forward based on data-driven decisions to reach business goals.
- Advocate for USA Cares through thought leadership via blogging, social media, and presentations.
- Manage content creation freelancers as needed.

Integrity HR, Marketing and Communications Specialist, Louisville, KY November 2019 – March 2020

- Create and execute annual marketing plan.
- Evaluate effectiveness of marketing initiatives and give recommendations for future programs.
- Design new brochures and promotional pieces that are innovative yet consistent with the brand.
- Manage the company's websites by editing and updating SEO-driven content.
- Develop and edit on going content for any related membership sites and in the corresponding CRM system.
- Research and write a weekly blog on HR issues.
- Post on the company's social media sites to stay relevant and engage clients and community members

CIMsystem, Marketing Coordinator, Louisville, KY May 2019 – October 2019

- Managed day-to-day marketing tasks and coordinating marketing projects and activities.
- Maintained an online presence including website content updates, social media groups.
- Video / Content Editing of Software Walkthroughs / Guides
- Coordinated company events and trade shows. Responsible for packing and shipping all event assets.
- Wrote promotional materials, website content, articles, publications, and other communication materials as required.
- Utilized HubSpot to monitor dealer leads and email tracking.

Element 502, Director of Digital Media, Louisville, KY August 2017 – May 2019

- Managed HubSpot, Polymail, and MailChimp to track leads for customers and email activity.
- Designed flyers, brochures, rack cards, and other collateral for Element 502 and clients.
- Created, ran, and monitored social media ads and campaigns.
- Served as project consultant to determine client's needs and guidance for their projects and maintain client relations.
- Created and edit videos for client use on website, YouTube, and other social media platforms.
- Created and maintained marketing and social calendars for Element 502 and our clients.

Harshaw Trane, Communications Team/Graphic Designer, Louisville, KY November 2015 – May 2016

- Designed informational materials for internal associates, including signage, postcards, and internal newsletter.
- Assisted with layout out bi-weekly internal newsletter using Constant Contact.
- Create, write, edit, and publish social media posts for company social media platforms.
- Gathered material, created and edited videos for external events.
- Designed invites, save the dates, flyers, and posters for internal and external events.