

Carly Kayes

MARKETING DIRECTOR

Profile

Dynamic marketing director with 5+ years of experience developing and executing marketing strategies for top consumer brands. Seeking to improve brand awareness and recognition for Market Couch Inc. At Fly Sale Inc. increased lead flow 35% while decreasing CPL.

Employment History

Marketing Director, Fly Sale Inc, Los Angeles

2020-08-06 - 2022-07-06

- Developed overall marketing program and achieved profit margin and sales objectives totaling \$98 million annually.
- Grew customer base over 80% and increased revenue 92% by creating & implementing 27 campaigns.
- Led team of 18 marketing associates and creatives to increase external clients by 78% in 2019.
- Managed social media strategies across channels.

Sales Representative, Snap Retail Inc., San Jose

2016-08-06 - 2017-12-06

- Averaged a 90% close rate and 95% conversion rate for repeat clients.
- Provided customer care to 100+ accounts across 3 states.
- Prepared client quotes and answered inquiries regarding products.

Education

Bachelor of Arts in Marketing, St. Cloud State University, Los Angeles

2013-08-06 - 2015-08-06

- Pursued a passion for human resource management.
- Created marketing campaign for student bookstore raising revenue 38% in Q2.

Internships

Marketing Executive, Blink Advertise

2014-09-06 - 2016-08-06

- Increased lead generation by 250% in 2016, through branding, web design and online campaigns.
- Acquired 50 new accounts and grew sales by over 70%.
- Achieved 50% over quota on sales and partnership marketing.
- Executed marketing campaigns for the company's web solutions.

References

Nicolas Awn from Slingshot Motion

nicolaszawn@gmail.com | 760-512-1294

Karen Ramada from Curious Key Software

karenzramada@gmail.com | 646-207-1760



Personal Details

13406 E. Philadelphia St. Whittier,
CA

California, 90602

United States

507-407-8703

carly.kayes233@gmail.com

NATIONALITY

USA

PLACE OF BIRTH

California

Links

LinkedIn

Trailhead

Skills

Social Media Marketing

Strategic Planning

Branding

Analytical Skills

Marketing Communications

Hobbies

Volunteering

Traveling

Reading

Writing

Bird Watching

Languages

English

Spanish

French

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