

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

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United States

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NATIONALITY

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PLACE OF BIRTH

California

Links

LinkedIn

Trailhead

Skills

Social Media Marketing

Strategic Planning

Branding

Analytical Skills

Marketing Communications

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Volunteering

Traveling

Reading

Writing

Bird Watching

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- Comprehensive Career Exploration** Explores responsibilities necessary skills and qualifications for a wide range of cybersecurity roles from technical positions to management and emerging fields like AI and cloud security
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WAV features a Behavioral Interview Prep Guide for cybersecurity professionals available from the Web Added Value Download Resource Center at jrosspub.com/wav

4 Pillars: Creating a Life on YOUR Terms Geoff Smith,2022-05-21 What does it feel like to create a life on your terms Where your health relationships finances and mindset are all supercharged with positive momentum and intent The 4 Pillars offers a template on how to shape your life towards fulfilment in these areas where you learn to master your health take control of your relationships grow your finances and develop a clear and positive mindset The 4 Pillars is your roadmap to a better life

The Job Tree: Winning Your Next Job Lee Smith,2021-02-24 Winning a new job can be a challenge Jobs are changing worldwide Technological change globalization and economic disruptions like recessions all have an impact Workforces are becoming increasingly mobile with frequent job changes This book will help you develop the skills and documents for successful job hunting It provides expert advice resources and support It also helps you develop your resum social media bio and interview skills The book contains step by step guidance and tips on how to handle the complex field of job searching The Job Tree will help you win your next job

The Book of U.S. Government Jobs Dennis V. Damp,2008 Discusses the nature of government jobs civil service hiring procedures types of jobs available examinations the application form working abroad and provisions for people with disabilities

MY JOB Gen Z Suzanne Skees,Sanam Yusuf,2021-04-16 Nonfiction business career studies sociology of work real life vignettes of young people at work along with

how to for job hunting and career building MY JOB Gen Z provides hope and help to young adults launching careers during a pandemic and recession defines the unique qualities of Generation Z based on field research and our survey profiles ordinary and famous Gen Zers striving toward and succeeding in their dream jobs and offers resources on how to identify your skills apply for internships and jobs negotiate terms and salary work remotely and forge ahead with your dream job in a fast changing world MY JOB Gen Z written by and for Generation Z born in and after 1995 combines research into the unique experiences and qualities of this rising generation with the results of our own global survey We compare what the data say about Gen Z with who YOU say you are including an array of real life profiles of ordinary Gen Zers how they feel about work what they want most from their careers and the challenges they encounter along the way We spotlight famous Gen Zers who've already had impact on society built companies and made millions and reveal what drives them to succeed Then we guide you through best practices for creating your own resume and professional profile applying for internships and jobs conducting online and in person interviews discerning your valuable skillset and pursuing your own dream job The real life examples and pragmatic advice offered in MY JOB Gen Z will convince you that you are not alone in an often challenging and isolating world It will leave you inspired by your peers doing amazing things and motivated to pursue your own dream job

Book Review 1 A collection of intimate interviews with people regarding the personal familial cultural and geographic factors in their working lives Inspired by Studs Terkel's Working 1974 which profiled ordinary American workers editor Skees God Among the Shakers 1998 takes the concept global Six of her 16 subjects live in the United States including a slack key guitarist in Honolulu an architect in Cincinnati and a recruiter headhunter in Tampa Florida The rest are on other continents including a coffee farmer in Nicaragua a Masai warrior in Tanzania a married couple running an eco friendly factory in India a rickshaw puller in Bangladesh and a private equity manager in Hong Kong Skees organizes the material into five sections Entrepreneurship Industry and Transportation Farming Food and Animals Finance and Technology and Music an environmental activist in American coal country a banana farmer in Uganda a college admissions counselor in Rwanda and a fringe diplomat in Tel Aviv Few books dig so deeply into life as it's actually lived with such unsparing intimacy Prose Skees's own prose is sharp clear and purposeful but outside of introductions and some notes most of the book come straight from the mouths of her subjects through first person monologue Skees breaks the chapters up into short labeled sections This is helpful for skimmers but the shortness of the individual sections gives the chapters a stop and start feeling impeding narrative momentum Originality This isn't the first book to survey workers in their own words about work nor even the first one by Skees to do so but the author has selected a fresh fascinating cross section of people to reveal truths about the world and this current moment Execution The book offers insights wisdom challenges to orthodox thinking and some arresting first person storytelling It's both eye opening and a pleasure to learn about the day to day work of a Zambian mobile money agent and to discover how that work is vital to a population outside of the banking system That said the narrators' individual voices

sound somewhat similar to each other and the speakers too rarely offer up surprising or engaging anecdotes The emphasis here is strongly on the work itself and the sociopolitical context that created the opportunity for such work There s great value in capturing that but the book might prove more enticing for general audiences with a greater emphasis on voice and storytelling Booklife Publisher s Weekly

The Official America Online for Windows Tour Guide, Version 1 Tom Lichty,1993

Resumes for the Health Care Professional Kim Marino,2000-04-13 Over 100 model resumes for doctors nurses therapists technicians dieticians and more Cover letter interview and job search tips Using the Internet online job searching and guidelines Create an impressive winning resume with the bestselling guide to getting a better job in America s fastest growing and fastest changing profession With new technology managed care and other developments the health care profession today is the scene of astonishing change new jobs are being created new skills are needed and job responsibilities are being redefined and expanded For almost a decade Resumes for the Health Care Professional has been the relied upon resource for professionals in health care Now it has been newly updated to help you take advantage of the opportunities and prepare for the challenges of finding the right job in the new competitive health care industry Featuring a no nonsense proven approach plus valuable inside tips and tricks expressly for the health care industry Resumes for the Health Care Professional provides Examples culled from the author s vast bank of health care resumes including egistered nurses technologists technicians therapists social workers and more Cover letter and thank you samples Special coverage of new job trends in the health care industry and how to take advantage of them Tips on writing the most effective electronic resume Lists of popular Internet career centers and Web sites for health care professionals Job titles and descriptions of key health care professions including health assessment and treating occupations and service technologist technician and diagnosing positions

The Publishers Weekly ,1890 Engineering News-record ,1972

Small Business Sourcebook ,2010 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms

Projects for the Entrepreneur Iris Blanc,Cathy Vento,2004-12 This workbook provides projects that require the creation of documents forms presentations worksheets databases Web sites and Outlook management tools for a new business

Walking the World Wide Web Shannon R. Turlington,1996 The best comprehensive guide for mining the Web s multimedia treasures this book features more than 500 listings and an extensive index of servers expanded and arranged by subject The author reviews and describes hundreds of the most interesting colorful and informative Web sites Offering savvy experienced advice she shows readers how to save money and time while online

Where to Start Career Planning ,1991

Create Your Digital Portfolio Susan Amirian,Eleanor Flanigan,2006 Job seekers students and teachers are discovering the power of using a digital portfolio for job hunting career development teaching and learning This step by step workbook unveils each facet of creating a PDF portfolio providing checklists and worksheets that guide the user through design

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Table of Contents Resume Template Guide Login

1. Understanding the eBook Resume Template Guide Login
 - The Rise of Digital Reading Resume Template Guide Login
 - Advantages of eBooks Over Traditional Books
2. Identifying Resume Template Guide Login
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Resume Template Guide Login
 - User-Friendly Interface
4. Exploring eBook Recommendations from Resume Template Guide Login
 - Personalized Recommendations
 - Resume Template Guide Login User Reviews and Ratings
 - Resume Template Guide Login and Bestseller Lists
5. Accessing Resume Template Guide Login Free and Paid eBooks
 - Resume Template Guide Login Public Domain eBooks
 - Resume Template Guide Login eBook Subscription Services
 - Resume Template Guide Login Budget-Friendly Options
6. Navigating Resume Template Guide Login eBook Formats
 - ePub, PDF, MOBI, and More
 - Resume Template Guide Login Compatibility with Devices
 - Resume Template Guide Login Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Resume Template Guide Login
 - Highlighting and Note-Taking Resume Template Guide Login
 - Interactive Elements Resume Template Guide Login
8. Staying Engaged with Resume Template Guide Login

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Resume Template Guide Login
- 9. Balancing eBooks and Physical Books Resume Template Guide Login
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Resume Template Guide Login
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Resume Template Guide Login
 - Setting Reading Goals Resume Template Guide Login
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Resume Template Guide Login
 - Fact-Checking eBook Content of Resume Template Guide Login
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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