

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

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Karen Ramada from Curious Key Software

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Personal Details

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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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Writing Resumes and Cover Letters For Dummies - Australia / NZ Amanda McCarthy, Kate Southam, 2015-05-04 Practical tricks for standing out from the crowd and getting the job you want in the Australian and New Zealand market Applying for jobs in today's tight job market can seem like an overwhelming process Competition is fierce and employers expect more than ever before from job applicants With unemployment and redundancies rising it's simply not a good time to be looking So how do you make yourself stand out Writing Resumes and Cover Letters For Dummies Second Australian New Zealand Edition shows you how to catch a recruiter's attention Presenting a wealth of sample resumes and cover letters this handy easy to use guide shows you how to write a killer cover letter format your resume for online use use social networking to your advantage and tailor your resume and cover letters for specific positions and companies Designed specifically for job hunters in Australia and New Zealand Offers practical tips and advice on crafting a great resume and a perfect cover letter for any kind of position Includes advice on addressing government selection criteria Features ten ways to turn off a recruiter and ten tips for the perfect presentation No matter how tough the job market is a great resume and cover letter combination will help you get the attention you deserve Writing Resumes and Cover Letters For Dummies gives you all the tools and tips you need to get noticed and get your dream job

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Entrepreneur, 1993 Instr Key Lsn 61-120, Office 2000, Coll Keybrd (Update) Vanhuss, Duncan, Forde, Woo, 1999-09

How Hard are You Knocking? Timothy Augustine, Rana Curcio, 1996 Through extensive research with corporate executives and interviews with professional recruiters Timothy Augustine has compiled a concise and relevant guide to getting job offers Whatever your trade use this insider s handbook to learn exactly what recruiters are looking for How Hard Are You Knocking teaches innovative networking strategies how to prepare knockout resumes and finally how to win the interview and the job How to Get a Job in Southern California Robert Sanborn, Naomi Sandweiss, 1999 The names and addresses of 1 500 employers in over 40 fields information on 200 hard to find network groups and hundreds of insider tips and Web sites make this a must have job hunting tool Illustrations Business Communication Richard D.

Featheringham, Nancy Csapo, 2004-10 *Macworld*, 1990 *Workbook for Writing and Reporting News* Carole Rich, 2003

The Book of U.S. Government Jobs Dennis V. Damp, 2000 This all new seventh edition offers job seekers all the necessary tools to land a high paying job with Uncle Sam this country s largest employer Discover where the jobs are what jobs are available and most importantly how to find them This revised edition includes over 1 000 resources for exploring careers and locating job vacancies nationwide and overseas Uncle Sam employees over 2 850 000 civilian workers and 56 000 students The average salary exceeds 45 000 and over 300 000 job vacancies are filled annually at thousands of locations and in hundreds of occupations entry level to professional Few employers can match the wide range of career opportunities

that government offers Today simplified application forms and resumes are accepted by agencies and most agencies advertise jobs on the internet fax back services or take your application by phone This all new seventh edition shows job seekers how to successfully land the job they want in government **Job Hunting for the Utterly Confused** Jason Rich,1998 A guide for job seekers covers such topics as defining one s skills preparing a resume and cover letter interviewing effectively negotiating a salary and analyzing job offers **Post Office Jobs** Dennis V. Damp,2003 Discusses the job positions postal exams pay applications and resumes interview process and related civil service positions for those interested in a postal service career **Public Interest Job Search Guide** ,2000 **PC Magazine** ,1994-06 Machine Design ,2005 **The Working Actor's Guide to Los Angeles (2003)** Kristi Callan,2003 *CD-ROMs in Print* ,2003

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Table of Contents Resume Template Update Login

1. Understanding the eBook Resume Template Update Login
 - The Rise of Digital Reading Resume Template Update Login
 - Advantages of eBooks Over Traditional Books
2. Identifying Resume Template Update 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 Update Login
 - User-Friendly Interface
4. Exploring eBook Recommendations from Resume Template Update Login
 - Personalized Recommendations
 - Resume Template Update Login User Reviews and Ratings
 - Resume Template Update Login and Bestseller Lists

5. Accessing Resume Template Update Login Free and Paid eBooks
 - Resume Template Update Login Public Domain eBooks
 - Resume Template Update Login eBook Subscription Services
 - Resume Template Update Login Budget-Friendly Options
6. Navigating Resume Template Update Login eBook Formats
 - ePub, PDF, MOBI, and More
 - Resume Template Update Login Compatibility with Devices
 - Resume Template Update Login Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Resume Template Update Login
 - Highlighting and Note-Taking Resume Template Update Login
 - Interactive Elements Resume Template Update Login
8. Staying Engaged with Resume Template Update Login
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Resume Template Update Login
9. Balancing eBooks and Physical Books Resume Template Update Login
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Resume Template Update Login
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Resume Template Update Login
 - Setting Reading Goals Resume Template Update Login
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Resume Template Update Login
 - Fact-Checking eBook Content of Resume Template Update 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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