

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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California, 90602

United States

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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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Xiaolong Qi



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Canva 2025 Guide for All Sophie Lewers,2025-08-13 Canva 2025 Guide For All is your easy to follow comprehensive manual for mastering Canva s latest features and design tools Whether you re a beginner small business owner educator or creative professional this book empowers you to create stunning graphics presentations social media posts and more without any prior design experience With straightforward instructions helpful screenshots and practical tips you ll quickly learn how to navigate Canva s intuitive interface customize templates and bring your creative ideas to life Inside you ll discover How to set up your Canva account and explore the 2025 interface Step by step guides to creating professional quality designs for any purpose Tips for working with text images colors and layers Using Canva s collaboration features for team projects Time saving shortcuts and hidden tricks to boost your workflow Exporting sharing and publishing your designs easily Ways to use Canva for marketing education and personal projects Whether you want to design eye catching social media graphics marketing materials or educational resources Canva 2025 Guide For All makes design simple fun and accessible for everyone

Everything Online Job Search Steven Graber,2001-03 The book is awesome and is a vast resource bank for anyone searching a job and I think its a great help in all aspects of job search

Progressive Computational Intelligence, Information Technology and Networking Poonam Nandal,Mamta Dahiya,Meeta Singh,Arvind Dagur,Brijesh Kumar,2025-07-22 Progressive Computational Intelligence Information Technology and Networking presents a rich and diverse collection of cutting edge research real world applications and innovative methodologies spanning across multiple domains of computer science artificial intelligence and emerging technologies This comprehensive volume brings together different scholarly chapters contributed by researchers practitioners and thought leaders from around the globe The book explores a wide array of topics including but not limited to machine learning deep learning cloud computing cybersecurity Internet of Things IoT blockchain natural language processing image processing and data analytics It addresses the practical implementation of technologies in sectors such as healthcare agriculture education smart cities environmental monitoring finance and more Each chapter delves into specific challenges frameworks and experimental outcomes making this book an essential reference for academicians researchers industry professionals and students who aim to stay ahead in the rapidly evolving digital world

Pro JSP Matt Raible,Sing Li,David Johnson,Daniel Jepp,Sam Dalton,Charles Brown,2008-01-01 New edition of the proven Professional JSP best selling JSP title at the moment This is the title that others copy This title will coincide with the release of the latest version of the Java 2 Enterprise Edition version 1 4 JavaServer Pages 2 0 is a core component of this new release One single text gives comprehensive coverage of JavaServer Pages the enhancements in version 2 0 and the most popular associated technologies including Servlets JSTL and Apache Tomcat 5

Canva For Dummies Jesse Stay,2024-12-20 The essential guide to the popular beginner friendly graphic design platform Canva For Dummies is a beautiful full color reference covering everything you need to create dazzling visual materials in Canva Free

and Pro versions Discover all tools templates and features at the ready plus utilize expert tips and tricks to improve your design and visual communication skills Start with basic functionalities and graphic design principles and then work your way up to more complex design tasks with ease Canva For Dummies also covers Canva s new AI tool Magic Studio so you ll be up to speed on everything this cool app can do Plus the useful case studies and practical design projects inside are sure to ignite your creativity Create effective social media posts presentations brand style guides and everything in between thanks to the helpful guidance in this book Understand the Canva interface and get a primer on graphic design Explore advanced tools and techniques including Canva s new AI tool Magic Studio Create engaging visuals for business social media and beyond Utilize Canva hacks and trends to make your graphics pop This handy guide is for everyone answering all your questions whether you re new to the platform or a current user Rock your next design project with Canva For Dummies

Business Communication Essentials You Always Wanted To Know Dr. AnnaMaria Bliven,2024-05-09 Business Communication Essentials You Always Wanted to Know is a tell all book on the theme of Business Communication If you have been struggling with designing and implementing an effective business communication strategy in your organization this book will be of immense help to you Business Communication Essentials simplifies the processes of business communication in a way no other book has dealt with the subject matter It highlights the essential steps that must be taken at any time to transform your business communication approaches Reading this book will provide you with all the secrets of powerful and effective business communication Whether you are a student or a C suite executive the pragmatic and easy procedures for achieving quality and top notch business communication practices that you will discover in this book are truly invaluable You will gain an understanding of the following i Types of business communication and its importance for business growth ii Audience demographics and drafting relatable business messages iii How to communicate effectively in this fast paced world iv Some modern tools for effective business communication This book is written in a conversational tone and is packed with fun examples that will aid the learning experience

The CPA Journal ,2007 **Bookmarking** Alicia E. Vandebroek,2012-07-16 With easy to follow tutorial guides this book is your one stop shop for implementing creative activities for all ages on social bookmarking tools Focusing on ways social bookmarking can impact academic and public libraries and increase collaborations with both patrons and faculty Bookmarking Beyond the Basics introduces a variety of social bookmarking websites with helpful tutorials and activities for a wide range of users It addresses social bookmarking sites such as Delicious Avos LaterThis Jog the Web Sqworl LiveBinders Diigo and covers shared bookmarking with QR codes The description of each website is accompanied by practical information on how to use this bookmarking tool in the classroom school library or public library to create personal learning networks and provide resources for patrons The book describes ways classroom teachers can work collaboratively with librarians to incorporate social bookmarking into the classroom Included activities are developmentally appropriate for primary grade students up to adult patrons

Mac OS X

Leopard All-in-One Desk Reference For Dummies Mark L. Chambers, 2009-04-29 Your new Mac with OS X Leopard is so cool You have digital media including iTunes iPhoto iDVD and iMovie at your fingertips as well as everything the Internet has to offer Where do you start to make the most of it With Mac OS X Leopard All In One Desk Reference for Dummies of course Here are seven handy minibooks each devoted to one aspect of your Mac OS X Leopard One section is devoted to the digital media you love another to the Internet others to networking customizing sharing and expanding your Mac There s even a minibook for you geeky types who want to tweak the system with AppleScript You ll find information on Locating anything with Spotlight and Sherlock Personalizing your desktop Creating movies and burning DVDs Jamming with iTunes and your iPod Making your own music with GarageBand Collecting editing and sharing photos with iPhoto Browsing the Web with Safari and staying safe online Setting up a wireless network Adding RAM hard drive space and cool extra applications Using AppleScript to program even more customizations With Mac OS X Leopard All In One Desk Reference for Dummies you can find what you need in a hurry and get on with the fun your Mac makes possible It just may be the best friend a Leopard can have

International Job Finder Daniel Lauber, Kraig Rice, 2002 The International Job Finder offers job seekers an alternative to the flimflam artists by presenting detailed descriptions for more than 1 000 legitimate sources of job vacancies for international careers in business government education and non profits

HOW 10 James Leland Clark, Lyn Clark, 2004 Since 1975 HOW and its subsequent editions have been a prominent reference source for business writers office personnel and students With every new edition HOW has kept pace with changes in our language and the business environment striving to provide a useful and easy to understand reference manual for all professionals involved in organizational operations It includes detailed and precise information for writing formatting and transmitting communications Unlike other reference books HOW 10 is tailored for writing style grammar mechanics and techniques in a business office environment This text can be used as a stand alone reference or as a supplement

Cyberspace Resume Kit Mary B. Nemnich, Fred Edmund Jandt, 1999 A guide to putting a resume online that shows how to take advantage of state of the art Internet features that have revolutionized job searching The authors show how to incorporate numerous elements into HTML resumes including graphics color and links Also included are evaluations of 80 plus Internet resume sites interviews with industry insiders on the most effective ways to produce and use cyberspace resumes and how to register a Web resume Annotation copyrighted by Book News Inc Portland OR

Web-Based Training Cookbook Brandon Hall, 1997-09-16 Introduces three main types of courses and provides the know how and tools needed to create the type of courses best suited to the organization The CD ROM provides demos of an online testing program an HTML training site and a sample multimedia program from a custom developer

Web Engineering , 2004 *Fibre & Fabric* , 1896 *Technical Training* , 1999 **AP U. S. Government and Politics**, 2004 Apex Learning Staff, Kaplan, Learning Apex, 2003-12-23 **NEC Research & Development** , 2001

Easy Mac OS X, V10.4 Tiger Kate Binder, 2005 Easy Mac OS X Tiger offers a streamlined easy to follow visual approach

with clear concise explanatory text and a carefully constructed organizational plan The book covers not only system level functions but also the basic use of the many accessories and free applications that come with Mac OS X *Proceedings*
,2000

Resume Template This Week Login Book Review: Unveiling the Power of Words

In a world driven by information and connectivity, the energy of words has become more evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **Resume Template This Week Login**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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