# Carly Kayes

MARKETING DIRECTOR

#### Profile

Dynamic marketing director with S+ 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

2020-08-05 - 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

Utited State

507-407-8703 carly kayes233@gmail.com

NATIONALITY

WSA.

PLACE OF BIRTH

California

#### Links

Linkedin

Trailbead

#### Skills

Social Media Marketing

Strategic Planning

Branding

Amalytical Skills

Marketing Communications

#### Hobbies

**Violumbeering** 

Traweling.

Reading

West Minney

Bird Watching

## Languages

English.

Spanish

French

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