

KAELYN CONTARDI

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Education

Chapman University

2016-2020

Bachelor of Science, Business Administration with Marketing Emphasis | Minor: Advertising
Cumulative GPA: 3.63; Cum Laude
Gamma Beta Phi Honor Society

University of Glasgow- Study Abroad

Aug-Dec 2018

Relevant Coursework: Campaign Development, International Business

Projects

Digital Marketing: Online Presence

Jan-May 2019

- Worked with a new startup company and conducted in-depth research on their target market and distributed surveys to a variety of different segments of the market to get a sense of awareness and demand
- Provided creative concepts such as Instagram posts to the client, as well as building a content calendar for posting

Marketing Campaign Development

Aug-Dec 2018

- Created a hypothetical company and designed a social media campaign, from research to advertisements and social media posts, and presented them bi-weekly

Relevant Experience

Holiday Channel

Jan 2021-Current

Digital Marketing Intern

- Develops, launches, and designs visual content for campaigns on social media platforms such as Instagram and Facebook
- Improves engagement through strategic use of keywords, tags, and hashtags for social posts and oversees post scheduling

Advanced Image Direct

Sep 2020-Jan 2021

Project Coordination Intern

- Assisted in the organization of nationwide political campaigns while serving as a liaison between clients and company

Live Nation Entertainment/ House of Blues Anaheim

Jun 2019-Sep 2019

Social Media Marketing Intern

- Enhanced social media efforts by filming, managing, and editing content for the House of Blues Anaheim Instagram account
- Conducted trend research to best promote upcoming shows, including finding venue décor and writing creative copy for advertisements
- Boosted ticket sales and engagement by using salesforce marketing cloud to send targeted emails to customers

Advanced Image Direct

Jun 2018-Sep 2018

Sales and Marketing Intern

- Streamlined sales efforts and accelerated the offline lead generation process by assembling and delivering media kits

Certifications

Google

Oct 2020

Google Analytics- Beginner Certification

- Certifies ability to navigate google analytics interface, track campaigns, analyze basic reports, and implement filters

HubSpot

Oct 2020

Email Marketing Certification

- Certifies knowledge of email marketing campaign fundamentals including contact management and segmentation

Skills

Computer Skills: Hootsuite, Canva, Microsoft Excel, Microsoft PowerPoint, Pivot Tables, Salesforce Marketing Cloud, WordPress and Wix Site Creator Platforms, Google Workspace (G Suite), Adobe InDesign and Final Cut Pro X Experience