



KAYLA HORN

CONTACT

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PROFILE

I am an enthusiastic and ambitious young professional, seeking career opportunities to expand my knowledge in the business world.

I would describe myself as a self-starter, ambitious individual. I am able to lead by example and communicate efficiently and effectively.

I thrive in both individual and team settings. Being adaptable and eager to learn is one of my greatest qualities.

I believe sales is a role that continuously allows you to connect with others. I am passionate about building and maintaining relationships with others, both personally and professionally. I enjoy how a sales role puts others first by understanding their needs and being an active listener.

In addition, I love how omni-channel marketing allows you to continuously communicate with consumers. I love how the approach creates a unified message, voice and brand for a company. Being able to create multiple touch points and enhance consumers' experiences is a creative and rewarding role.

When I am not on the job, I love staying active and exploring new places; Whether it is hiking, biking or running, count me in! I also have a hidden talent for making breakfast foods.

EDUCATION

University of Wisconsin Eau Claire

Sep 2015 – May 2019

- B.A. - General Marketing (Cum Laude)
- Business Communications Certificate
- College of Business Dean's List
- Lorraine Missling Scholarship

Germantown High School

Sep 2011 – Jun 2015

WORK EXPERIENCE

Digital Marketing Specialist

Feb 2020- Present

Olympia Sports, Denver CO

- Email Performance Reporting in DOTdigital & Google Analytics
- Develop email segmentation & personalization strategy
- Work with 3rd party partners on database growth tactics
- Create workflows within DOTdigital for triggered marketing campaign pieces
- Manage company social media accounts (Use of Hootsuite and Buffer)
- Overlook Company's Retail Store Social Accounts
- Manage Olympia Sports Affiliate Marketing
- Main point of contact with Slick Deals, Commission Junction & Brads Deals
- Communicate with digital & merchandising teams on pulling which deals to promote
- Update and report on company budget doc on a daily basis
- Completed Salesforce Commerce Cloud UAT Testing & Training
- Assist managing the customer loyalty rewards program
- Create marketing campaigns and activations for overall campaign

Social Media Marketing Intern

Nov 2019- Feb 2020

AdBidtise, Milwaukee, WI

- Constructed quarterly analytic reviews for clients
- Created & post promotional content on various social media platforms: LinkedIn, Facebook, Twitter, Instagram, MailChimp

Client Services, Marketing Solutions Intern

May-Aug 2017

Quad Graphics: Sussex, WI

- Supported a Retail Management Consultant Team
- Provided Marketing and Digital Transformation Consultative Services to Fortune 1000 Retail Marketing Executives
- Assisted clients in redefining their brands and organizations to meet the rapid changes in customer's expectations
- Helped create lean manufacturing client workflows and swim lanes
- Constructed client and market profiles

Held various Retail/ Customer Service Positions

2013-Present

6 years of bartending & serving experience

Most recent...

- Harp Irish Pub: Milwaukee, WI
- Bartender & Server (May 2019- Present)
- Mogies Pub: Eau Claire, WI
- Bartender & Server (March 2017- May 2019)

SOFTWARE EXPERIENCE

I have gained experience with Asana, Buffer, Cybersource, DOTdigital, Google Analytics, GoogleSuite, Hootsuite, Microsoft Suite, Paypal Business, RunIT, Salesforce Commerce Cloud, SPSS, SQUID, Tableau, & Zendesk