

# Kayla Blumenfeld

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## EDUCATION

**Yeshiva University, Sy Syms School of Business,**

New York, NY

B.S. Strategy & Entrepreneurship, May 2019; Minor: Marketing

Overall GPA: 3.69; Deans List, 2016-2017, 2017-2018, 2018-2019

**Focused Courses:** Principles of Entrepreneurship, Leadership in a Non-Profit Environment, Organizational Behavior, Management & Leadership, Startup Strategy, Buyer Behavior, Science of Influence in Market, Digital Marketing

### Online Courses:

Udemy- The Complete Digital Marketing Course (Completed 2021)

SheCodes - SheCodes Basics (Completed 2022)

**Tiferet, Beit Shemesh,**

Israel, 2015-2016

- Yearlong educational program focused on text based religious studies and social contributions to Israeli society

## RELATED EXPERIENCE

**BrandRight Marketing Group,** New Jersey

2022 - Present

- **Marketing Manager:** Manages and executes internal marketing strategies to drive brand awareness, revenue growth, and achieve company goals.
- **Social Media Manager:** Created and implemented social calendars for all clients. Manage and maintain client relations.

**BNR Consulting,** Jerusalem, Israel

2021-2022

- **Digital Marketing Specialist:** Responsible for planning and implementing marketing content for email and all social media platforms. Analyzed company marketing reports. Optimized automated content flows. Updated website design and user experience.

**Little Blooms Layette,** Bergenfield, New Jersey

2021

- **Director of Marketing:** Responsible for all marketing content on social media platforms. Built, designed and maintained website to increase sales and efficiency of business.

**Yachad,** New York / New Jersey

2017-2020

- **Program Director (2019-2020):** Oversaw & organized all social and recreational programs in NJ. Supervise and lead staff consisting of 25 employees. Responsible for social media, payroll, programming and marketing content for NJ region.
- **Assistant Program Director (2018-2019):** Oversaw work of coordinators, and ensured weekend retreats run safely and efficiently.
- **Coordinator (2017-2018):** Organized logistics and programming for up to 60 participants in weekend social program, facilitating inclusion between special needs and mainstream students.

**The Jewish Link of New Jersey / Jewish Link Marketing Solutions,** Teaneck, NJ

Summer 2018

- **Intern:** Implemented marketing strategies and promotions. Assigned to non-profit client, assisted with grant applications, marketing plans and foundation prospect research.

## ADDITIONAL WORK EXPERIENCE

**Sha'alvim For Women,** Jerusalem, Israel

2021 - 2022

- Provided support for up to 120 teenage girls during a transformative gap year. Organized events and coordinated logistics with school.

**Camp HASC,** Parksville, NY

Summer 2014, 2016, 2017

- Provided full time care and supervision for three girls with Down Syndrome and Autism at a summer camp for special needs children.

**Yeshivat Noam,** Paramus, NJ

2015

- Coached sixth-eighth grade middle school girls' soccer team. Developed offensive and defensive game strategies, led practices with focus on skills, teamwork and sportsmanship.

**Sharsheret,** Teaneck, NJ

2014

- **Volunteer:** Prepared information packets and educational material for various fundraising and awareness seminar programs for women's breast cancer charity.

**GIVE Program**

Summer 2013

- Selected for overseas program focused on social charity work throughout Israel.

## ADDITIONAL SKILLS AND INTERESTS

- Knowledge of Excel, PowerPoint, Outlook, Microsoft Office, Google Analytics, Event Planning, Event Management, Constant Contact, Canva, Shopify, Trello, Ghostwriting, Klaviyo, Facebook Ads, Mailchimp
- Fluent in Hebrew