



Kaileigh Ceurvorst



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307 S. Linn St. #201
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Anticipated Graduation: May 2014

BBA, Marketing & Information Systems | BA, Graphic Design



Software & Programs

Adobe Photoshop	Novice	Intermediate	Proficient
Adobe Illustrator	Novice	Intermediate	Proficient
Adobe InDesign	Novice	Intermediate	Proficient
Adobe Dreamweaver	Novice	Intermediate	Proficient
Adobe AfterEffects	Novice	Intermediate	Proficient
Adobe Flash	Novice	Intermediate	Proficient
WordPress	Novice	Intermediate	Proficient
Google Analytics	Novice	Intermediate	Proficient
Google AdWords	Novice	Intermediate	Proficient
Facebook Advertising	Novice	Intermediate	Proficient
Twitter Advertising	Novice	Intermediate	Proficient

Languages

HTML	Novice	Intermediate	Proficient
CSS	Novice	Intermediate	Proficient
Visual Basic	Novice	Intermediate	Proficient

StrengthsFinder Skills

Achiever
Significance
Focus
Strategic
Learner

Recognitions

- Google AdWords Certification (in process)
- Google Online Marketing Challenge (Spring 2013)
- Delta Sigma Pi Epsilon Chapter 2013 Collegian of the Year
- Blank Honors Program (Spring 2010-2012)

Skills, Strengths & Recognitions

Professional Experience

Spring 2010
- Present

Online Marketing Specialist | Cassandra Michaels Entertainment | Los Angeles, CA

- Designed and Developed a Website to Provide Music Release and Other Information to Fans
- Created and Managed Multiple Internationally-Targeted AdWords for Video Campaigns to Promote a Rising Pop Music Artist, Resulting in Over 50,000 YouTube Video Views in Less Than 2 Months
- Created and Managed Multiple Internationally-Targeted Facebook Ad Campaigns Promoting a Rising Pop Music Artist's Fan Page, Resulting in an Increase of Over 15,500 Page Likes and Increased Fan Engagement by Roughly 300% in Less Than 2 Months
- Created and Managed a Twitter Ad Campaign Promoting a Rising Pop Artist's Twitter Account, Resulting in Roughly 100 New Follower Acquisitions in 4 Days
- Compiled Regular Analytics Reports Measuring Results and Fan Engagement Resulting From AdWords, Facebook Ads, and Twitter Ads Organized by Global Region to Provide Useful Metrics for Developing Further Marketing and Branding Strategy

Summer 2012

Graphic Design Intern | Amazing PR | London, United Kingdom

- Constructed a sales presentation for a key client under time constraints, resulting in praise from management and the client
- Gained cultural perspectives of 3 different countries and various areas of Great Britain by observing cultural differences between co-workers from those areas
- Monitored and adapted analytics to increase search engine optimization of both the company website and its separate daily blog

Spring 2010
- Spring 2012

Graphic & Web Designer | Freelance | Iowa City, IA & Chicago, IL

- Created 2 logo sets for a new employee charity fund for Factset Research Systems, Incorporated
- Assisted in brand development of a student entrepreneurial record label by designing a recognizable logo

Student Activities

Spring 2013
- Present

The American Marketing Association at The University of Iowa

- National Memberships: American Marketing Association

Fall 2012
- Present

The Marketing Institute

- 1 of 16 marketing students selected on the basis of leadership skills, academic performance, interpersonal skills and executive potential to complete field studies projects for clients around the MidWest

Spring 2010
- Present

Students in Advertising

- Leadership Positions Held: President, Vice President of Graphic Design
- National Memberships: American Advertising Federation

Fall 2009
- Present

Delta Sigma Pi Professional Business Fraternity, Epsilon Chapter

- Leadership Positions Held: Senior Vice President, Historian, Technology Chair, Recruitment Chair, Brotherhood Chair
- Large Event Committee Marketing Team