

# Kayla Dreisinger :: Sleep Easy

Austin Launch Date February First

## Situational Analysis

Kayla Dreisinger is an ambitious young product looking to infiltrate the Austin PR community and beyond. This product is currently located in Calgary, Canada. Being here for the last six months has allowed Kayla to develop internally and to create and align her career goals. Here, she has been afforded new perspectives to bring forward in her future endeavors. Austin, Texas is the ideal launching pad for this product offering an established community with like-minded interests.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Dynamic work experience as Adventure Supervisor at Telluride Ski Resort.</li><li>• Extensive experience both working within and leading a team. I.E. supervisor position at Telluride Ski Resort, athlete on Colorado Crew, sales team at Sunglass Hut.</li><li>• Having a strong self-awareness allows Kayla to both maintain a stable mindset and focus on project management.</li><li>• Adventurous and curious nature expressed both through outdoor expeditions and academic/skill development.</li><li>• Formal education studying Communications at CU Boulder.</li><li>• Experience editing images on Photoshop for personal art projects.</li><li>• Passionate writer and blogger on elephantjournal.com</li><li>• Acceptance to <a href="#">Austin Coding Academy (ACA)</a></li><li>• Demonstrated risk-taker</li><li>• Athletic mindset and goal oriented nature</li><li>• Honest &amp; direct communicator</li><li>• Unwavering spirit</li></ul>	<ul style="list-style-type: none"><li>• Few local connections in Austin.</li><li>• Only one year full time work experience.</li><li>• Not yet immersed in tech industry.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• <a href="#">JDI</a></li><li>• Attend <a href="#">events</a> to immerse myself in local tech community.</li><li>• Austin Coding Academy</li><li>• Exchanging work for rent and food through a <a href="#">WWOOFing</a> farm in south Austin to keep costs low.</li></ul>	<ul style="list-style-type: none"><li>• Large qualified candidate pool</li><li>• Finite financing</li></ul>

## Target Audience

Kayla Dreisinger is focused on finding a small PR team working from Austin. She is looking for an opportunity where she can contribute immediately with her current skill set, but also affords room for professional development. A position where she has creative freedom to work with clients and trust her instincts. A team that can contribute to Kayla's professional development and remain open to her insights. She is largely interested in PR for tech companies due to the beauty she sees in uniting the two worlds. Below is a short list of potential targets:

- [JDI](#)
- [SpringBox](#)
- [GSD&M](#)
- [Cultivate PR](#)

## Goals

- Short Term
  - Secure full time employment within target audience before February first arrival.
  - Negotiate a salary that can support both Kayla and her further development at ACA.
  - Arrive in Austin on February first.
  - Participate in an inspired community while building meaningful relationships.
- Long Term
  - Lead a creative team of her own.
  - Run an ultra-marathon.
  - Advance formal education through a master's degree.
  - Write and publish a book.
  - Complete yoga teacher training.
  - Adventure through South America.

## Strategy

1. In depth research of opportunities in Austin and PR community.
2. Establish Kayla as a brand that allows companies to *Sleep Easy* at night, Kayla has it covered.  
Achieve this through:
  - a. Targeted outreach to Kayla's audience.
  - b. Diligent follow up with all connections made.
  - c. Demonstrate self-starter nature by providing additional writing materials and/or creative ideas.
3. Once in Austin, attend networking events and seminars that are relevant to Kayla's interests.
4. Focus emphasized on quality interactions over quantity.
5. Pro-actively introduce the product in person to target audience.
6. Organize a spreadsheet to chart interactions and track appropriate follow up.

## Press List

Below is a list of media that Kayla uses as resources while she strives to become a larger part of their community.

- <http://www.builtinaustin.com/>
- <http://austininno.streetwise.co/>
- <http://www.bizjournals.com/austin/>
- <http://www.austincodingacademy.com/>
- <https://capitalfactory.com/>
- <http://www.dailydot.com/>