

Kayla Dreisinger :: Sleep Easy

(303) 718-3716 – kayladreisinger@gmail.com – Austin, Texas

EDUCATION

Austin Coding Academy

Front End Web Development

Austin, Texas

In-Progress

University of Colorado Boulder

Bachelor of Arts in Communication, Political Science Minor

Boulder, CO

2014

- **Relevant Courses:** Organizational Culture, Human Communication Theory, Persuasion in Society, Public Speaking, Principles of Argumentation, War Peace and Strategic Defense, National Security Organization

PROFESSIONAL EXPERIENCE

Marketing Intern

Austin Film Festival

Austin, Texas

February 2016 – present

- Update and transition content from old to new website. Contribute to design, layout and function.
- Utilize marketing automation software MyEmma to create newsletters, promote content and track ROI.

PR Coordinator, Farm Hand

Floating Fields Farm

Buda, Texas

February 2016 – present

- Create editorial calendar for upcoming fiscal year, including crop cycles, events, content and social media posts.
- Build unique website and social media platforms.
- Research competitors and urban farming. Compile findings into excel report and create targeted press list.

Adventure Supervisor

Telluride Ski and Golf Resort

Telluride, CO

September 2014 – August 2015

- Coordinate with marketing team to create tangible advertisements and implement marketing strategy.
- Analyze and compose reports regarding monthly and seasonal sales and metrics.
- Manage entire inventory process from initial contact, receive products into inventory and keep it accounted for, track shipments and process returns with fifteen plus vendors.
- Create and communicate staff schedule while organizing and leading team meetings. Establish store-wide seasonal sales goals and train staff appropriately.

Events Management Intern

Bella Calla

Denver, CO

February 2014 – June 2014

- Assist in all events and aid in facilitation of planning, set-up and take-down.
- Observe and support interactions and negotiations with clients.

Lead Sales Associate

Sunglass Hut

Boulder, CO

June 2011 – June 2014

- Absorb and retain significant amount of product knowledge and be able to relay in an appropriate manner.
- Actively interact with customers by providing recommendations, advice, and instruction. Achieved over 100% to my sales plan three years in a row.

Public Relations Coordinator

Colorado Crew

Boulder, CO

May 2011 – May 2012

- Lead recruitment events: flyer, create brochures, chalk, interact with students & hold information meetings. Responsible for coordinating with student newspaper, student orientation and CU advertising teams. Organize and execute team events including parents' weekend, annual regattas, and local races with CSU.

VOLUNTEER EXPERIENCE

Athletic Instructor

Telluride Adaptive Sports

Telluride, CO

May 2015 – August 2015

- Hands on experience making the outdoors assessable to everyone. Teach adaptive biking, hiking and boating.

ADDITIONAL INFORMATION

- Computer competent: Microsoft Office Suite, Adobe Photoshop.
- Avid runner, skier, camper, road-tripper, yogi, and all around outdoor adventure enthusiast.

ONLINE COURSES

- Udemy – Google Advanced Search, The Complete Google Analytics Course for Beginners, SEO for Beginners.
- Open2Study – Writing for the web.
- Lynda – Social Media Marketing.