



KALEIGH D'APOLITO

DIGITAL MEDIA + STRATEGY

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WINSTON SALEM, NC 27101



SKILLS

Project Management Account Management SEO CRM Systems
Databases Social Media Management ROI Calculation Media Plan
Content Creation Blogging Keyword Selection PPC Event Planning
Strategic Thinking Presentations Research Data Analysis Sales

EDUCATION

Google AdWords Certification

August 14

B.S.B.A. Marketing *Christopher Newport University*

May 14

Joseph W. Luter III School of Business (AACSB International Accreditation)

Service Distinction Award + Cum Laude Latin Honors

Leadership Studies Minor

GPA: 3.68



INTERESTS

Digital Media Consultant

Greensboro, NC | June 14 - Present
Hearst Media Services

Provide business development solutions to small /medium local businesses through print and digital performance based advertising solutions. I specialize in search engine optimization, search ads, social media management, meta tags, review sites, responsive design websites, mobile websites and print ads. Each meeting includes analysis of online presence, proposal for a media plan, expected exposure and ROI, SEO keyword generation and overall message.

Marketing Consultant + Designer + Copywriter

Freelance | Oct 13 - Present

Marketing + Travel Coordinator

Williamsburg, VA | Nov 13 - April 14
Tripbound

Implemented a targeted multichannel communication strategy that incorporated stock images for digital and print campaigns, executing marketing outreach programs, social media coordination and support in overall brand awareness. Account management and sales was a significant role in the position which involved customer relationship management databases, bookkeeping, customer service solutions and account acquisition projects.

Account Manager

CNU Campus | Oct 12 - Feb 14
University Tees

Established client base in new market by targeting consumers and engaging in business meetings to offer products and services. Maintained and grew accounts by providing quality customer service, value, established rapport, and designing creative print/social media campaigns to engage new audiences.

Graphic Design + Marketing Intern

Newport News, VA | Sept 13 - Dec 13
Fear 2 Freedom

Executed and designed creative direct mail piece focused around collecting donations for the non-profit. Duties also included project management, working with the printers and mailing services, assistance with brand development, event planning and fundraiser event management.

Marketing Intern

Yorktown, VA | Summer 2013
1st Advantage Federal Credit Union

Developed and enhanced WordPress Intranet site to include a detailed employee directory, PDF file library, organized department pages and an interactive dashboard. Ongoing tasks involved content editing, social media, assisting the team on current mail/online/print marketing campaigns and brainstorming.

Campaign Manager

Virginia Beach, VA | Sept 12 - May 13
Genesis Global Marketing

Manage a brand awareness and direct marketing campaign for a client's products for 12 days at a specific retail location. This encompassed event set up, inventory tracking, sales forecasting, product knowledge training, sales, up-selling, creating special promotional bundles and new employee training.

EXPERIENCE