

Kaleigh D'Apolito

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education

Christopher Newport University, Newport News VA
Bachelor of Science in Marketing -- Minor in Leadership Studies
Joseph W. Luter III School of Business, AACSB International Accreditation

Graduation: May 2014
Cumulative GPA: 3.67 / 4.0

marketing experience

Travel & Marketing Coordinator

Tripbound- Williamsburg, VA

Nov 2013-Present

- Conduct market research on internet exposure, advertising efforts and analyze competitors to create a SWOT analysis
- Organize and execute marketing outreach programs to increase brand awareness and engage local businesses
- Assist in brand development and special events such as career fairs and silent auctions
- Coordinate all marketing activities ranging from collecting stock images to utilize on social media and in direct mailers to collaborating with vendors for promotional marketing materials
- Maintain daily business operations such as coordinating travel reservations for guests via phone or email, updating accounting records, creating booking confirmations and sending promotional offers to guests for online reviews

Graphic Design & Marketing Intern for a Non-Profit

Sept-Dec 2013

Fear 2 Freedom (advocates for awareness and support for sexual abuse)

- Generated creative and unique marketing strategies to accomplish business goals and maintain brand image
- Responsible for developing, designing, and producing direct mail project that resulting in approx. \$6,500 in donations
- Finalized marketing pieces and coordinated the execution for the successful distribution of the marketing campaign
- Assisted in all team efforts to prepare and execute large fund raising events

Marketing Campus Manager

Oct 2012-Feb 2014

University Tees - CNU Campus

- Designed creative advertising campaigns through print and social media campaigns after analyzing target preferences
- Sold \$45,000 in revenue, nearly doubling quota during the 1st sales year
- Communicated through different channels to reach out to new clients and maintain current customers

I-MIX (Interactive Marketing Xperience) Summer Program

August 2013

Marketing Edge (Academic Partners of the Direct Marketing Association)

- Selected as one of 32 students across the U.S. to have the opportunity to gain direct marketing knowledge from workshops and marketing executive speakers hosted at Epsilon ending with a client consultation proposal project

Marketing Intern

Summer 2013

1st Advantage Federal Credit Union - Yorktown, VA

- Created intranet site to include designing, uploading, launching and use of Word Press
- Assisted marketing campaigns by analyzing competitors offers and contributing to the design, edits and distribution
- Analyzed social media marketing through research and data collection and presented a proposal for improvements

Marketing Campaign Manager

Sept 2012-May 2013

Genesis Global Marketing - Virginia Beach, VA

- Utilized direct marketing skills by forming customer relationships and creating a need for the product
- Tracked and forecasted inventory for sales reports
- Prepared meetings that highlighted different aspects of their marketing models to aid in performance improvement
- Trained current and new employees on company campaigns and effective direct marketing techniques

Public Relations Vice President

2012-2013

Gamma Phi Beta Sorority

- Created large philanthropy fund raising events and designed dynamic advertising campaigns which resulted in 183% increase in funds raised and 170% increase in attendance by utilizing various marketing tactics, as well as problem solving to redesign a previous event
- Managed public relations budget of \$17,000 and managed a team of 22 public relations chairwomen
- Maintained and enhanced relations with organizations on campus and the local community through specific PR efforts

skills



iMovie



InDesign



Photoshop



Illustrator



WordPress



Microsoft Office

accomplishments

- Dean's List- 6 semesters
- Alpha Chi Honor Society
- President's Leadership Program
- Collegiate DECA Member
- Featured Student on Luter School of Business Webpage
- Panhellenic Woman of the Month
- Contributor to 1st Advantage Federal Credit Union's Award as Runner-Up for the 2013 Corporate University Best in Class (CUBIC) Award, North America

relevant coursework

Interactive Marketing Strategy, Interactive and Direct Marketing, Marketing Research, Integrated Marketing Communications, Marketing Management, Database Marketing, Small Business Institute, Management Information Systems and Prerequisite Core Business Courses