

KS

Kendyl Seawright

Personal Summary

Detailed oriented manager with executive level experience looking for a challenging position where I can effectively make an impact. Possesses an adamant determination to lead and further develop business marketing relationships.

Professional Skills

Adept in: Microsoft Office, Adobe Creative Cloud Suite, tradeshow planning, all social media platforms, Hoot Suite, BaseCamp, Trello

Personal Skills: Reliable, adaptive, communicative, problem solver, independent leader and team player.



ADDRESS

25 Harbor Rd
Morganville, NJ 07751



PHONE

732-547-0545



EMAIL

kendyl.seawright@gmail.com

EXPERIENCE

February 2018– Present

Brand Manager • Universal Nutrition • New Brunswick, NJ

- Identified opportunities to enhance product usability by setting and implementing strategic marketing goals.
- In charge of writing marketing plans, sell sheets and all social media copywriting.
- Developed new business opportunities through planning and execution of trade show scheduling and digital media outlet actions.
- Directed creative concepts with graphic art team for retail gear and promotional items.

January 2017– February 2018

Marketing Director • RescueCom • Syracuse, NY

- Established competitive ads and call to action plans
- Redeveloped brand messaging; including website. SEO and digital media marketing.
- Measured and reported performance of all marketing campaigns and compared against KPI and ROI objectives.
- Helped increased lead volume by 125% through automation of the company's lead generation system.

January 2016– January 2017

Social Media & Logistics Director • LineOne Nutrition • Austin, TX

- Analyzed performance of all social and digital media marketing programs to identify the best opportunities for growth and optimization.
- Optimization efforts helped boost conversion rates by 30% through innovative customer relationship building and landing page optimization.
- Overall integrated social media strategy increased website traffic by 50%

May 2014– January 2016

Chief Operations Officer • Synergy Fitness • Austin, TX

- Developed and managed annual operating budgets for six Austin based locations.
- Recreated Standardized training programs which led to membership growth by 25%.
- Oversaw all social and digital media strategies which improved the business' brand awareness
- Planned client relationship cultivating events to help drive membership and community engagement.

EDUCATION

Coker College, Hartsville, SC

B.S. in Sports Management, Minors: Business & Communications