

# KAYLA DUKET

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## EDUCATION

### **Bachelor of the Arts in Public Relations University of Wisconsin - Oshkosh**

- PRSSA Member (2017-2019)

#### **Relevant Courses:**

- New and Emerging Media
- Editing
- Writing for the Media
- Media Photography
- Website Development
- Ad Copy Layout
- Reporting
- PR Techniques

## EXPERIENCE

### **Marketing Communications Intern | Service Motor Company | January 2019 - Present**

- Design print ads, billboards, website banners, business cards, store and event signage
- Manage and maintain company Facebook, Twitter, Instagram and LinkedIn applying best practices research to reach the target demographic
- Create a yearly social media content calendar including sales trends and company events
- Contact customers through invites or mailers about upcoming promotions and events
- Submit co-op payments for advertisements including broadcast, outdoor billboards and print publications pertaining to promoted products
- Update current inventory on company website including descriptions, features, and photos
- Ensure customer satisfaction by sending reminders to sales representatives to follow up after the sale
- Report directly to the company owner to carry out media and employee relations, collaborating on marketing projects and organizing for company events

### **Event Marketing Intern | Exterior Pros LLC. | June 2018 - August 2018**

- Attended local events including farmers markets and county fairs to directly market and promote services to potential clients
- Worked directly with the marketing manager learning on the job marketing strategies at local events
- Informed customers of the elite products and services offered from the company
- Successfully acquired at least four scheduled appointments per local event attended

## CERTIFICATIONS

**SEPTEMBER 2018**

Writing a Compelling Blog Post- Lynda.com

**SEPTEMBER 2018**

Collaborative Institutional Training Initiative- CITI Program

**OCTOBER 2018**

Inbound Marketing- Hubspot Academy

**NOVEMBER 2018**

Google Analytics for Beginners- Google Academy

**NOVEMBER 2018**

Crisis Management- Lynda.com

## SKILLS

- Written Spanish
- Adobe Photoshop, Publisher, and InDesign
- Microsoft Word, Excel, PowerPoint
- Proficient SEO training
- Social media branding
- Reputation/image management
- Photography
- Visual Design
- AP Style
- Basic HTML/CSS
- Attention to detail
- Organization
- Transparent communication