

## KAITLYN ANDREW MBA | MARKETING DIRECTOR

I am a Marketing Director with over 10 years of diverse marketing experience ranging from non-profits to Fortune companies.

From managing a team and leading high-level marketing campaigns, product photo shoots to designing daily emails, I keep myself inspired and motivated to be not only a team player, but a better leader and asset to creative marketing strategies. Increasing productivity and profits.

## CONTACT

**P:** 330.461.3004

**M:** kaitlynandrewmarketing@gmail.com

**#:** kaitlynandrew

## EDUCATION

### **MBA, Master of Business Administration.**

*California Coast University.* Santa Ana, CA. 2020.

Honors: **Magna Cum Laude.** GPA: 3.62

Major: Marketing Management

### **Bachelor of Science: Graphic Design.**

*The Art Institute of Pittsburgh,* Pittsburgh, PA. 2013.

Concentrations: Advertising and Marketing.

Developed and taught Student Leadership Courses.

Student Council. Chess Club. Hip Hop Music & Dance Team.

## SKILL SET

### **MARKETING/DESIGN SKILLS/SOCIAL MEDIA**

YouTube, LinkedIn, Instagram, Twitter, Google Analytics, Constant Contact, Canva, Hootsuite, Weebly, Facebook, Marketo, Basecamp, Intervals, Google Suite, Wordpress, CRM: depth and breadth, successful hashtag campaigns, Obsessed with trend forecasting, Analytical KPI Mindset.

### **TECHNICAL SKILLS**

Adobe CC: Photoshop, InDesign, Illustrator, Bridge, Adobe Acrobat, Adobe Lightroom, Mac OS, Windows, Microsoft Office, Nikon & Canon Cameras, FTP Managers, Various Task Management Systems (Wrike, Asana, Monday), Gmail, Dropbox, Basic HTML, Production & Printing (Pantone books, paper swatches, etc.)

### **PROFESSIONAL SKILLS**

Concept Development, Marketing Campaign Development, Photoshoot Production, Art Direction, Marketing, Team Management, Time Management & Project Organization, Creative Problem Solving, Teamwork, Social Media Marketing & Engagement

**DESIGNED IN** *Irvine, Ca.*

## PROFESSIONAL EXPERIENCE

MARCH 2021 TO PRESENT

### **MARKETING DIRECTOR**

YAXIN FLEXIBLE PACKAGING / IRVINE, CA

Collaborating with senior leadership to ensure that consistent messaging is cascaded across the organization and to external audiences, in-person at trade shows and digitally. This includes working with influencers like Emma Chamberlain and Melissa Hartwig Urban to expand reach among core audience segments, tap into new sectors and keep brand marketing relevant and consistent.

Digital Marketing Results:

+600 New website visitors from 2022 vs. 2021

+57% Growth rate to driving web traffic

+26.97% ABOVE the national average open rate

+2.99% ABOVE national average CTR

JANUARY 2019 - JULY 2020 (LAID OFF DUE TO COVID)

### **MARKETING MANAGER**

MERAGE JCC / IRVINE, CA

Transformed the marketing department through brand marketing, strategy, public relations and event marketing resulting in \$32.8M fundraising increases in net assets, EOY2019 through outreach. Built, maintained, and coached members of a high-performing marketing team including the design team. Enriched culture, vision and passion for marketing events. Strategically developed and maintained the company's social media marketing roadmap resulting in critical execution.

NOVEMBER 2017 - JANUARY 2019

### **MARKETING/EXECUTIVE ASSISTANT**

MENLO MICRO / IRVINE, CA

Elevated brand awareness by giving Menlo a louder voice. Marketing content creation supported by an integrated content strategy to leverage and amplify all assets in campaigns, social media, via influencers, and on the website resulting in \$150M fundraising. Integrating customer insight for lasting impact.

MARCH 2016 - NOVEMBER 2017 (ORGANIZATIONAL RESTRUCTURE)

### **MARKETING ASSISTANT**

THE WHITING-TURNER CONTRACTING COMPANY / IRVINE, CA

Generated winning proposals and project pursuits for new construction jobs including Bay Area Googleplex. Business Development and marketing strategy resulting in more than \$750M wins for new team projects: Kaiser Hospital.

MAY 2015 - MARCH 2016 (CONTRACT POSITION)

### **MARKETING COORDINATOR**

HENKEL / IRVINE, CA

Planned internal and customer-facing events to share company vision, building and strengthening relationships with new innovations including breakthroughs like the Key Partner Portal for Key Partner resulting in 8.9% growth.

MARCH 2013 - MAY 2015

### **GRAPHIC DESIGNER**

AMERAMARK ADVERTISING / SANTA ANA, CA

Research market trends and competitors and synthesize information to make recommendations on entering new markets and share with relevant stakeholders. Developed key advertising strategies for a variety of brands.