

KAYLEE JANES

Digital Marketer

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EXPERIENCE

Freelance Digital Marketer

kayleejanes.com 📅 02/2019 - Ongoing 📍 Las Vegas, NV

Supporting incredible teams through the power of digital marketing.

- Current clients include: the New Epoch Team, Ninkasi Brewing Company, and Kerri Walsh-Jennings' p1440.
- Services include: CRM management, CRM automation, analytics and audience insights, content management, community management, paid social, copywriting.

Marketing Manager

[New Epoch Software](#) 📅 06/2018 - 01/2019 📍 Las Vegas, NV

New Epoch Software is a full-service marketing agency.

- CRM management with ActiveCampaign including email, sms, sales automations, and database maintenance.
- Content creation & community management for brands Ninkasi Brewing Company, p1440, and Life is Beautiful.
- Paid Social Ad Management with budgets over \$20,000/month for brands p1440 and Ninkasi Brewing.

Social Media Marketing Manager

[Life is Beautiful Music and Art Festival](#) 📅 01/2018 - 05/2018

📍 Las Vegas, NV

Music and art festival held annually in Downtown, Las Vegas.

- Created email marketing flows targeting previous and new purchasers assisting in a sold-out (175,000+ attendees) 2018 festival.
- Content project management including assistance with paid social and partnerships.
- Organic content planning, distribution & community management.

Digital Marketing Strategist

[Reflex Media](#) 📅 10/2016 - 12/2017 📍 Las Vegas, NV

Reflex Media is a full service marketing and development agency.

- Established a new team focused on fulfilling the content creation needs of three departments.
- Managed content strategy for e-commerce brands with combined user bases of over 10 million members.
- Envisioned and implemented strategy for paid social advertising.

Social Media Manager

[David Saxe Productions](#) 📅 02/2016 - 09/2016 📍 Las Vegas, NV

David Saxe Productions produces 12+ shows on the Las Vegas Strip.

- Managed social media and digital content presence all shows including the launch of 2 new productions.

Digital Content Specialist

[Aspen Music Festival and School](#) 📅 2014 - 2015 📍 Aspen, CO

Premier classical music festival presenting over 400 concerts annually.

- Oversaw all digital content including website, weekly newsletter, and social media. (+3,435 Facebook Likes, +2,007 Twitter Follows)

SKILLS

Advanced Google Analytics Completed ●●●●●

Adobe Creative Cloud Proficient ●●●●●

Microsoft Office Suite Advanced ●●●●●

G Suite Advanced ●●●●●

Paid Social Advanced ●●●●●

Hootsuite / Sprout Native ●●●●●

ActiveCampaign Advanced ●●●●●

EDUCATION

M.A. Arts Administration

[The University of Akron](#)

📅 08/2012 - 05/2014

GPA
3.95 / 4.0

B.M. Saxophone

[Performance](#)

[Kent State University](#)

📅 08/2008 - 05/2012

GPA
3.56 / 4.0

PROJECTS

Brevard Music Center and Festival Marketing Assistant

📅 2013 📍 Brevard, NC

Classical music festival and school.

- Created Blackbaud training manual for Box Office staff and general POS manual for Gift Shop.
- Launched social media presence on Instagram and established approval and scheduling processes across social.

Freelance Digital Media Manager

Previous clients: Ban.jo, Fairlawn & Hudson Schools of Music