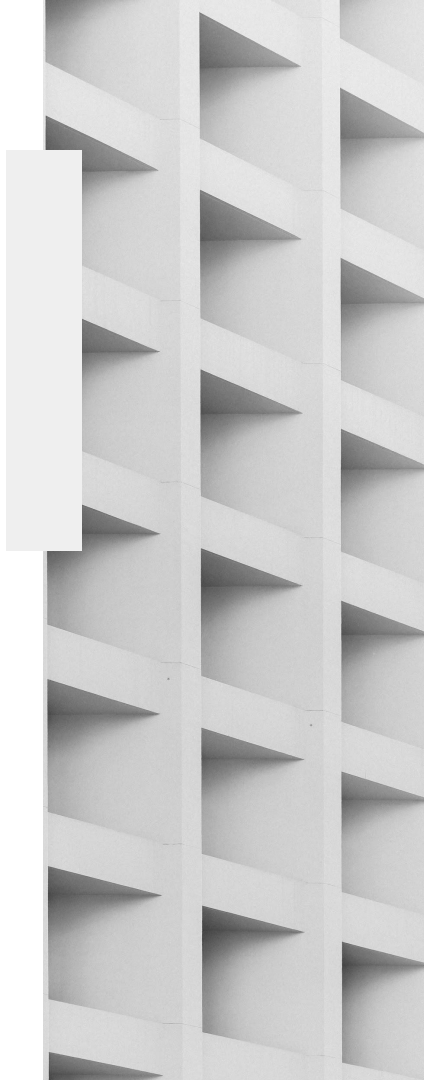


KAYLA MACHLICA

CREATIVE PORTFOLIO

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ABOUT **KAYLA**

DIGITAL MARKETING CREATIVE

Kayla Machlica is a digital marketing creative based in New York City. She has a plethora of experience working for brands in sports, fashion, sneakers, social media, production, marketing, luxury, lifestyle, hospitality, and fitness. While doing so, she manages the social media accounts of various influencers and small businesses while continuing to educate herself by utilizing online courses and media to better her skill set. Kayla has also started her own editorial website that she uses as a creative outlet for herself where she can write about some of her biggest passions.

Kayla is passionate about all of the work she does and holds the skills of being detail-oriented, organized, responsible, a team player, communicative, and manages her time evenly, all while holding a consistent positive attitude.

Being an advocate for mental health, climate change, and human rights, Kayla has also made it her mission to continue to be involved in both throughout her career.

MULTI-PLATFORM **EXPERTISE**



MARKETING
& DESIGN



SOCIAL MEDIA



PHOTOGRAPHY
& PRODUCTION



EDITORIAL

B R A N D S



NORDSTROM



EQUINOX



THE POLO BAR
RALPH LAUREN

LUXURY
ATTACHÉ

HAPPY COOKING
Hospitality



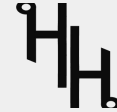
H I A T U S
TEQUILA



PER · US

FOR WMN

HUDSON YARDS
NEW YORK



DOUBLE  SPORTS

DIGITAL RESUME

RESUME | LINKEDIN

Luxury Attaché

Marketing Coordinator | October 2019 – Present

Self-Employed

Social Media Manager | March 2016 – Present

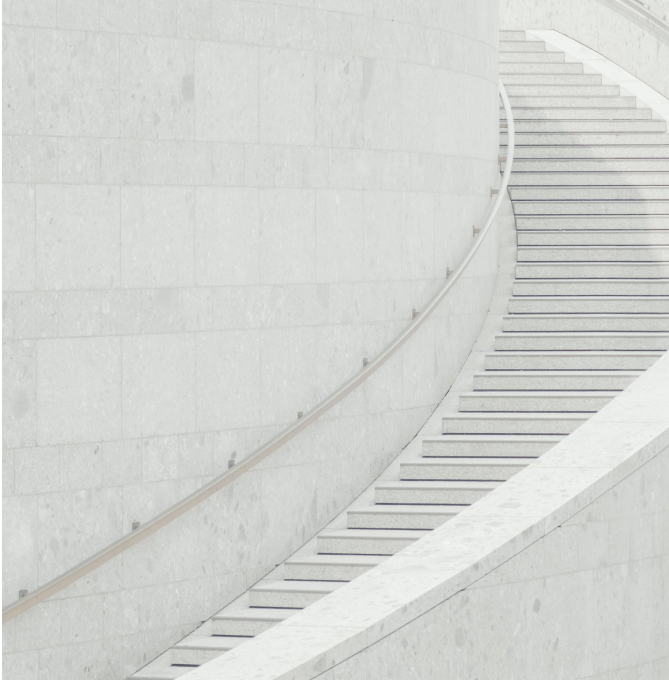
Complex Networks

Freelance Production Assistant, Sole Collector | August – September 2018

BSE Global

Game Presentation Intern, Brooklyn Nets | September – December 2016

You can find additional work [here](#).



MARKETING & DESIGN



MARKETING & DESIGN **SKILLS**

MARKETING:

Google Analytics
Salesforce CRM
Salesforce Marketing Cloud
Salesforce Pardot
Mailchimp
Hootsuite
Google Ads
Facebook Ads Manager
HubSpot

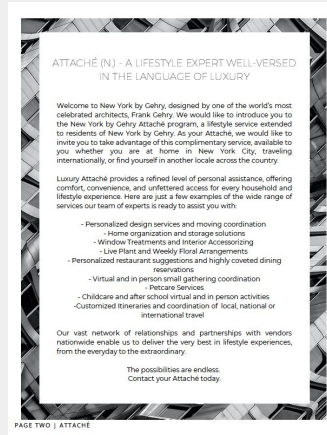
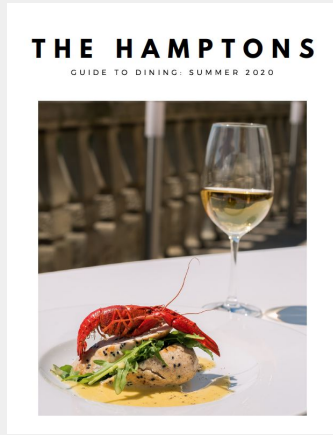
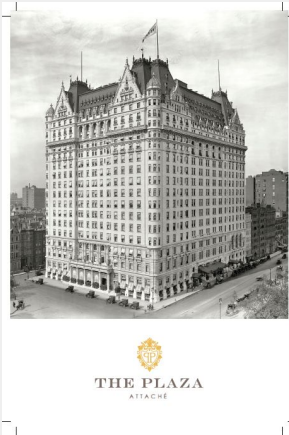
EDITING PROGRAMS:

Adobe Creative Suite
Final Cut Pro
Apple iMovie

WEB DEVELOPMENT:

Squarespace
Shopify
WordPress
Wix

You can find additional information [here](#).

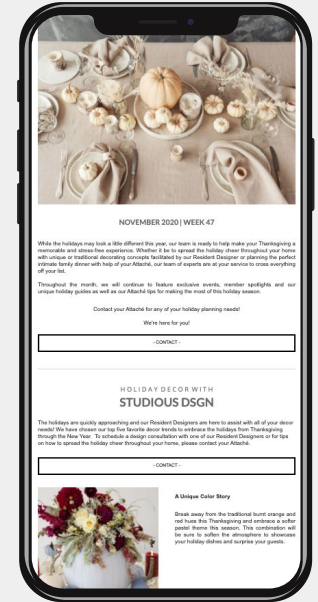
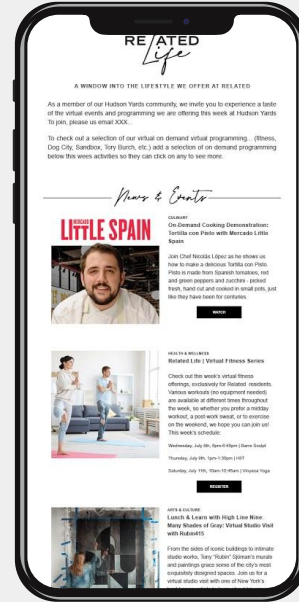
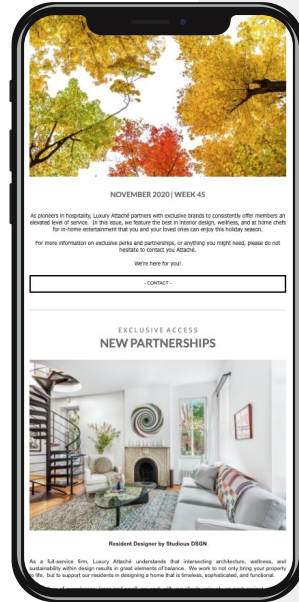


MARKETING COLLATERAL

Kayla has a very diverse skill set and broad experience within digital marketing and design.

Skills and work include finding a brand's image, aesthetic, and target audience, influencer marketing, planning, researching trends, imagery and photography, designing, copywriting for socials, editorial, and campaigns, building out emails and marketing campaigns using software like Salesforce and Mailchimp, deploring the campaigns, deep-diving into analytics and insights, and using the analytics to positively affect the brand image, business, content, and marketing overall.

NEWSLETTER & EMAIL DESIGN



You can find additional work [here](#).

MIAMI

YOUR CURATED GUIDE TO SUMMER



CONTENTS

WHAT TO KNOW

INTRODUCTION	03
WEATHER	04
WHAT TO PACK: WOMEN'S	05
WHAT TO PACK: MEN'S	06



WHERE TO STAY

PRIVATE RESIDENCES	07
HOTELS	08

WHERE TO DINE

BREAKFAST	09
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THINGS TO DO

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NYbG Attaché

FINANCIAL DISTRICT
NEIGHBORHOOD GUIDE



LUNCH

A. LURE

333 W Congress Street, Savannah, GA 31401
[Website](#)
Buzzy spot featuring seafood-focused contemporary Southern fare, including local shrimp & grits.

FOX & FIG

337 Habersham Street, Savannah, GA 31401
[Website](#)
As Savannah's premier vegan eatery, this family-owned cafe serves a range of plant-based pastries, beverages and brunch-centric dishes that you can take out to enjoy at picnic at the nearby Riverfront or Forsyth Park.

THE GROVE SAVANNAH

301 W Congress Street, Savannah, GA 31401
[Website](#)
Bright locale with Southern-style pub plates, creative cocktails & a cool vibe, plus a rooftop bar.



TRAVEL GUIDES

You can find additional work [here](#).

EDITORIAL DESIGN

FOR THE
homebody



PHOTO: ALEX HOOD/LEE

AMOAKO BOFOFO

Born in Ghana, Amoako Bofofo is a Vienna-based artist focused on exploring the relation between the personal and the structural by centering Black subjects in portraits. Bofofo has developed a distinct style, using his fingertips to paint portraits of Black men and women who, he told Culture Type, "find strength in how they celebrate (and) live their blackness. The most well-known of his series, the Black Chessers portraits, embrace his Black identity. In his own words, "The primary goal of my practice is representation, documenting, celebrating – and showing new ways to approach blackness." The majority of his work is inspired by his own experiences and offers commentary on aggressive masculinity, which he challenges and juxtaposes with a soft luminosity.

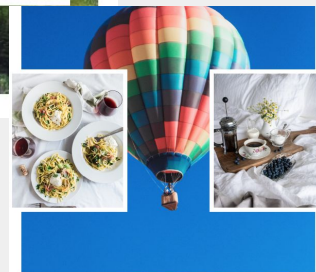
Bofofo's *Lemon Bathing Suit* (2019) fetched an eye-watering €875,000 (US \$881,500) at Phillips' 20th Century & Contemporary Art Evening Sale in London last week. The price eclipsed the estimate of €30,000-€50,000 (US \$38,700-\$64,500) more than ten times over! The result is especially surprising given Bofofo's age—he's just 35—and because it's the first time his work has gone under the hammer. In December 2019, Marlene Bradley showed a solo exhibition of Bofofo's paintings at Art Basel Miami Beach. The entire booth sold out with prices ranging from US \$11,000-\$45,000. During the fair, the City of Miami Beach inaugurated a new Legacy Purchase Program, acquiring Bofofo's *Cobalt Blue Earring* (2019) from Mariam Ibrahim for US \$44,000.

YOUR CURATED GUIDE TO ASPEN

ASPEN HAS BEEN A FAMOUSLY EXCLUSIVE GETAWAY SINCE THE 1950S, AND IT'S NO MYSTERY WHY THIS ONCE-FORGOTTEN MINING TOWN HAS BEEN BROUGHT BACK TO LIFE. EXPLORE WHY THIS GLITTERING WINTER WONDERLAND, GLAMOROUS OUTDOOR PLAYGROUND, AND CULTURAL GETAWAY KNOWN FOR ITS WELL-CHOREOGRAPHED SEQUENCE OF FESTIVALS ATTRACTS VISITORS THROUGHOUT THE YEAR.

THE LITTLE TOWN PERCHED HIGH IN COLORADO'S CENTRAL ROCKIES IS MUCH MORE THAN THE SUM OF ITS PARTS—A SILVER BOOM TOWN, TURNED HEDONIST RESORT VILLAGE, IS QUAIN YET COSMOPOLITAN BECAUSE OF ITS BIG-DEAL RESTAURANTS AND WORLD-CLASS ART SCENE, MIXED WITH A MYSTIFYING BLEND OF WILD NATURAL BEAUTY, MODERN PROSPERITY, AND RAW COWBOY GRIT FOR SOMETHING UNIQUELY ASPEN.

PAGE THREE | WHAT TO KNOW



OVERNIGHT ROMANTIC ADVENTURE

Surprise that special someone with an unusual getaway. Combine the adventure of a hot air balloon flight with the romance of elegant dining followed by a comfortable night in a charming country Bed and Breakfast. Sunrise flight, evening flight, dinner before or after – your choice. Let us plan your romantic adventure.

VENDOR DELIVERABLES

All vendor deliverables are carefully designed to meet the needs of the individual brand, the brand's guidelines, brand aesthetic, and entice the target audience. This includes all flyers, brochures, posters, email graphics, influencer PR gifting, brand promotions, packaging brand inserts, brand cards, social posts, and any other marketing collateral needed. Industries worked with: hospitality, retail, food & beverage, fashion, beauty, and sports.

You can find additional work [here](#).



10 CORSO COMO VIP SALE

Visit the renowned Italian concept store for exclusive early access to 40% OFF select designer fashion and accessories. Sign up with your attaché today to RSVP to meet with your very own personal shopper.

TUESDAY, NOVEMBER 19TH
1 FULTON STREET
6:00 PM

The image features several slices of chocolate chip bread on a white surface. A central text box reads 'by CHLOE.' Below the bread, a dark blue banner contains the text: 'Enjoy 20% off to-go orders with code: 75Wall20. Applicable only @ by CHLOE. Seaport District (181 Front Street)'.

A SUMMER CELEBRATION WITH NYBG

The image shows a white bowl filled with Mediterranean chicken, rice, and vegetables, garnished with lemon slices. A wooden spoon is placed in the bowl.

NYC native, Chef James, from HUNGRY, will be providing delicious, gluten free, Mediterranean chicken meals made exclusively for NYbG residents.

Be the first to RSVP and receive your complimentary HUNGRY lunch right to your door between 1 PM - 2 PM.

Limited quantities available.

**WEDNESDAY, AUGUST 12TH
1 PM | NYBG**

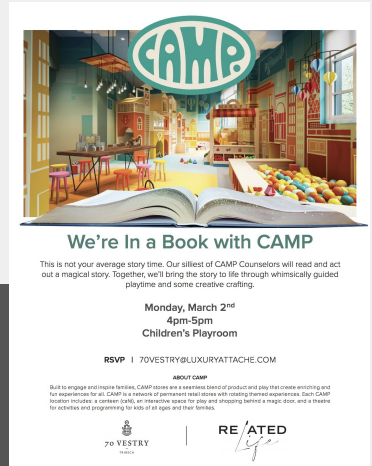
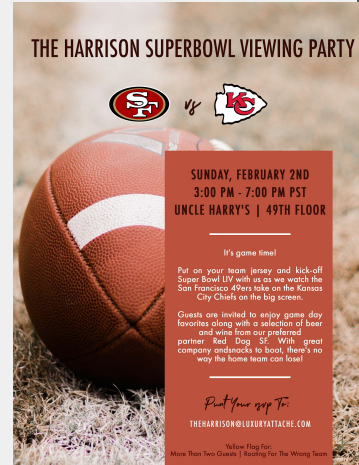
Please contact your Attaché by 2 PM on Monday, August 10th.

The logo for HUNGRY, featuring a stylized 'H' in a red square above the word 'HUNGRY' in red.

EVENT FLYERS & INVITATIONS

All event flyers and invitations are designed to coordinate with each brand's guidelines, aesthetic, target audience, brand partnership, sponsor, and event itself.

You can find additional work [here](#).





MEMBER LIFESTYLE

The Luxury Attaché private membership elevates your life by ensuring each request provides a unique experience through creativity, innovation, and cultural insights. We develop and foster a rapport with our members to understand their unique preferences and to be well versed in anticipating their needs. Through a combination of our lifestyle services and exclusive access to best in class partnerships, we coordinate intimate personal or business gatherings and bespoke celebrations and we consistently deliver an uncompromising quality of life to each member.

Members choose Luxury Attaché for our heightened level of privacy and confidentiality, as well as, our expertise in global hospitality.



MARKETING DECKS

ABOUT

As pioneers in hospitality, Luxury Attaché is renowned for an unparalleled level of personal service. Our team is well-versed in the tastes and needs of our clients, elevating luxury living in every way by combining experiential programming through amenity space activation and a robust menu of lifestyle services.

Utilizing proprietary technology, we track clientele preferences allowing us to constantly expand and refine our menu of services. Luxury Attaché boasts an impressive retention rate with a rapidly expanding national portfolio in New York, Boston, Los Angeles, San Francisco, and Miami.



WEB DESIGN

Web Development Platforms:

Squarespace

Wix

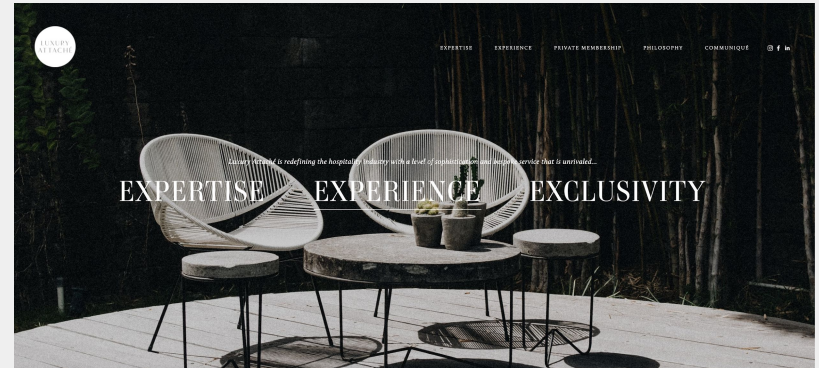
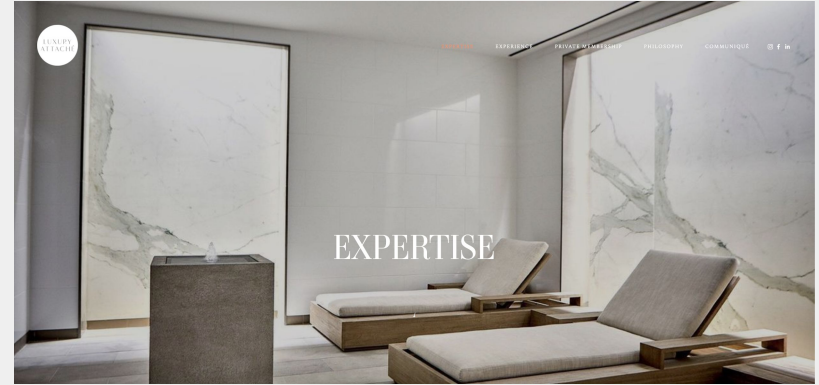
WordPress

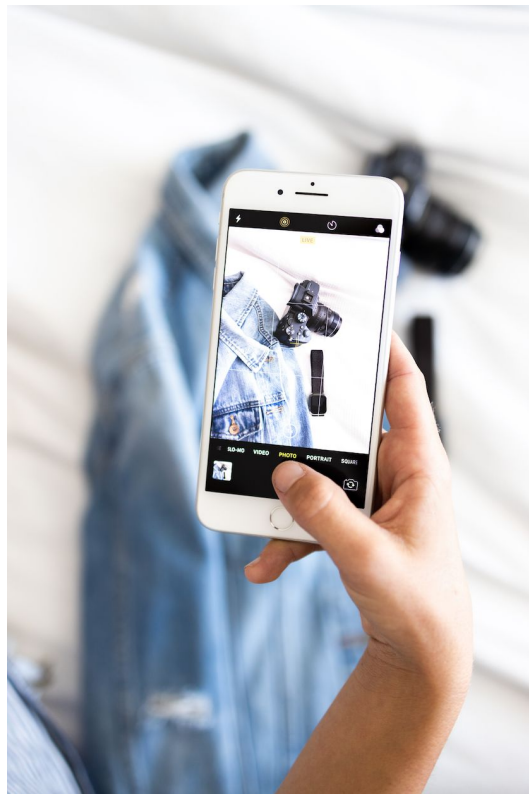
Shopify

Web Design Examples:

[SportynSpicey](#)

[Luxury Attaché](#)





SOCIAL MEDIA

SOCIAL MEDIA **SKILLS**

SOCIAL MEDIA PLATFORMS:

Instagram

TikTok

Twitter

YouTube

Snapchat

Facebook

LinkedIn

Twitch

Pinterest

Tumblr

Spotify

Apple Music

SoundCloud

Tidal

Clubhouse

GIPHY

- Social Media Planning
- Social Media Strategy
- Social Media Insights
- Social Media Design
- Researching Social Trends
- Influencer Marketing
- Photography/Editing
- Videography/Editing
- Full Production

You can find additional information [here](#).

ABOUT SOCIAL

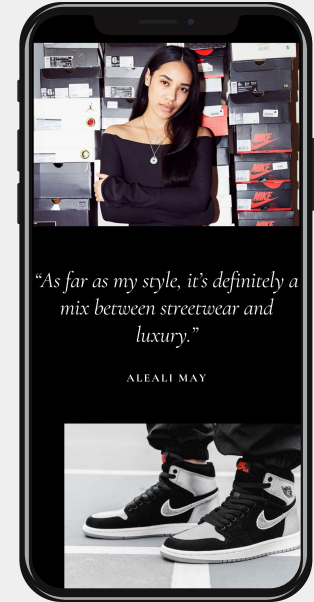
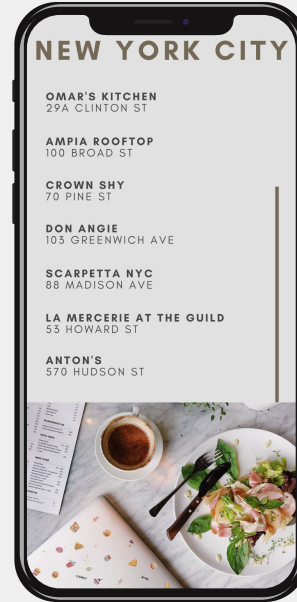


Kayla has a well-rounded skill set, knowledge, and experience when it comes to social media. From working with sports brands, influencers, and various small businesses, she has covered a very diverse list of industries including: sports, fashion, media, beauty, lifestyle, streetwear, sneakers, fitness, hospitality, food & beverage, travel, and much more!

Kayla specializes in executing complete production of all social media content for various influencers and brands, including researching and keeping up with social and industry trends, social planning, capturing and editing imagery, copywriting, organizing a social media calendar, analyzing best times to post, utilizing marketing analytics tools to monitor and track online presence and consumer engagement to deliver unique and interactive content to bring engagement rates above 6%.

SOCIAL POSTS

When working with a brand, all platforms are continuously updated to keep followers engaged with stories, posts, videos, reels, and interactive collateral, like polls, reposts, giveaways, lives, sponsorships, etc. Keeping up with all social trends per industry working with, she knows of the best content to post, explores new content ideas, has expertise in influencer marketing, and can continue to help grow a brand's platform.



You can find additional work [here](#).

THE FEDORA BURGER

BAR SARDINE, WEST VILLAGE
\$17



2020 VOTER CHECKLIST

- WEAR A MASK
- VALID PHOTO ID
- BRING HAND SANITIZER
- BRING WATER
(YOU MIGHT HAVE TO WAIT IN LINE)
- LEAVE POLITICAL ATTIRE AT HOME!
(YOU COULD RISK BEING TURNED AWAY FROM THE POLLS)
- WAIT! BEFORE YOU SELFIE WITH YOUR BALLOT,
CHECK YOUR STATE'S LAWS! SOME STATES DON'T
ALLOW SELFIE BALLOTS.
(IT'S SAFER TO JUST TAKE A PHOTO WITH YOUR "I VOTED" STICKER)
- MAKE SURE YOU FILL OUT THE ENTIRE BUBBLE ON
YOUR PAPER BALLOT!
- VOTING PLAN



WHO HAS THE BEST NBA SWAG OFF THE COURT?



PJ TUCKER

KELLY OUBRE



PLACE POLL
STICKER HERE

EARTH DAY CHALLENGE

Will you be able to complete every part of
our Earth Day challenge throughout the
rest of the week?

- EAT 1 PLANT-BASED MEAL A DAY
- READ A BOOK, MAGAZINE, OR NEWSPAPER
& NOT STREAM ANYTHING FOR A DAY
- CREATE A DIY PROJECT
- MEASURE YOUR CARBON FOOTPRINT
- GO ZERO WASTE FOR A DAY
- HAVE A NO-ELECTRICITY WORKOUT
- DO A PLASTIC AUDIT

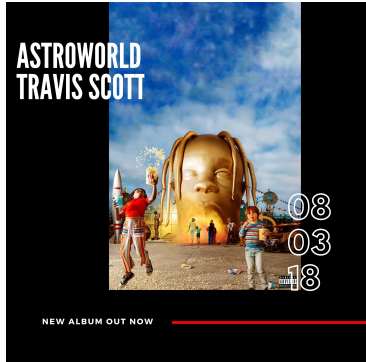
TAG US IF YOU COMPLETE THE CHALLENGE TO
BE FEATURED ON OUR STORY!

TODAY IS PRIMARY ELECTION DAY

IN NEW YORK STATE

JUNE 23, 2020





Examples of Social Production Work:

[Full Size Run Social: Bun B](#)

[Full Size Run Social: Sneaker of the Summer](#)

[Full Size Run Social: New Co-Host](#)

[Full Size Run Social: Season 2](#)

[Full Size Run Social - Full Size Run Returns](#)

[Full Size Run - Full Size Run x Sneaker Shopping](#)

[Full Size Run Social - Season 2 Trailer](#)

[Sole Collector Social: Unboxing - Puma RS-0 "Sound"](#)

[Sole Collector Social: Unboxing - Nike Moon Racer](#)

[Sole Collector Social: John Mayer x Sneakers](#)

[Sole Collector Social: Unboxing - Under Armour Forge 96](#)

[Sole Collector Social: Full Size Run Host](#)

[Sole Collector Social: Full Size Run Bun B](#)

You can find additional work [here](#).



PHOTOGRAPHY



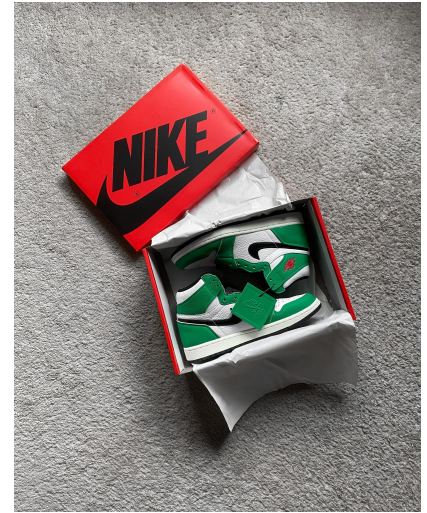
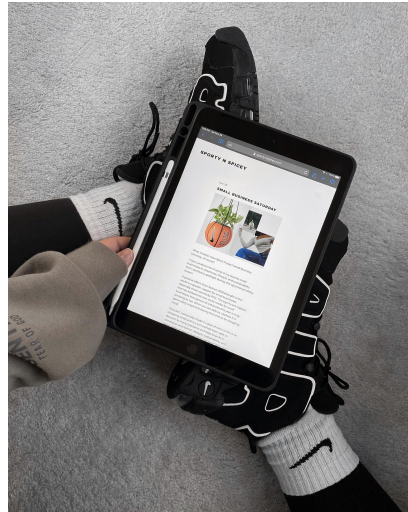
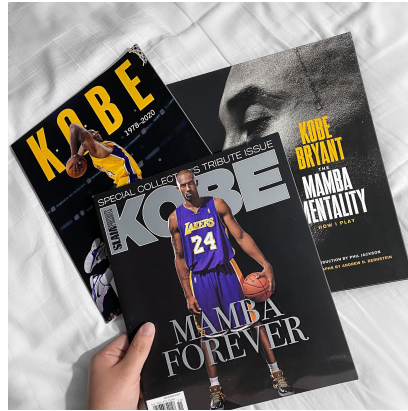
PHOTOGRAPHY **SKILLS**

Canon PowerShot G7X
Canon EOS M50
Canon EOS Rebel T7i
Canon EOS 80D
iPhone Photography

Product Shots
Street Photography
Portraits
Creative/Art Direction
Photo Shoots/Production

Adobe Photoshop
Adobe Lightroom
Snapseed
Canva
Basic Editing Skills

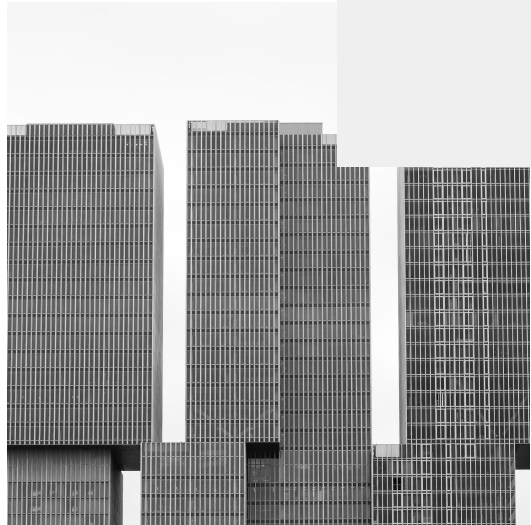
WORK



You can find additional work [here](#).



PRODUCTION

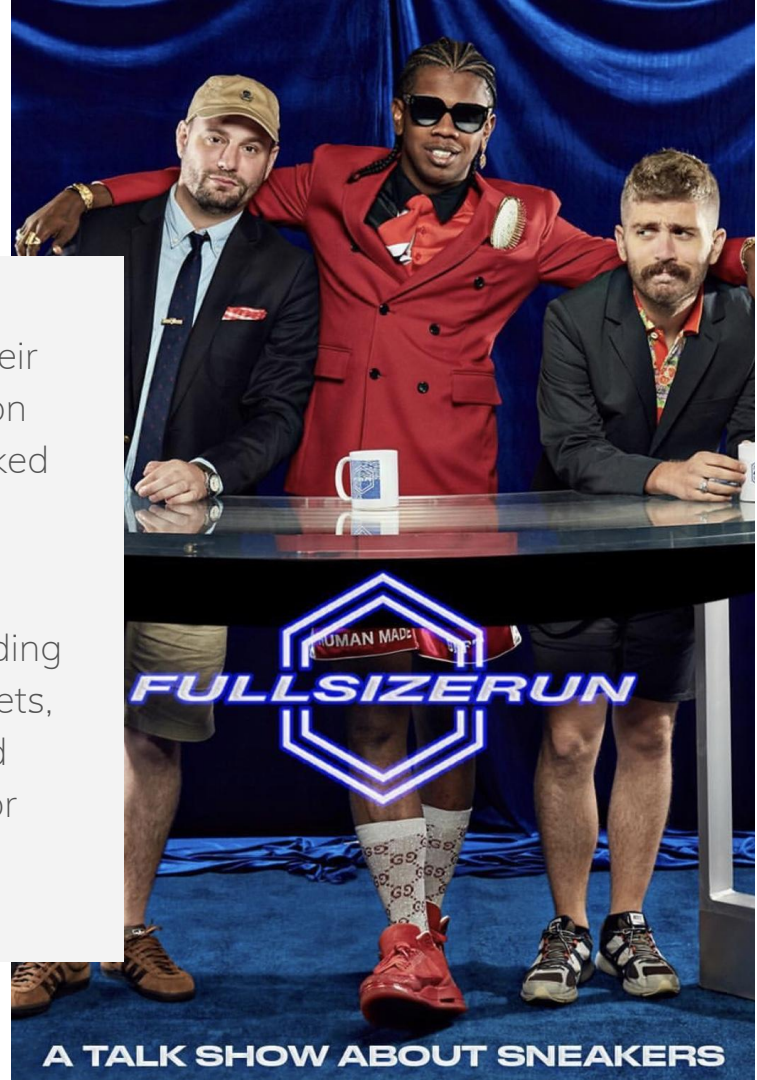


PRODUCTION WORK

At Complex Networks, Kayla freelanced for their sneaker division, *Sole Collector*, as a Production Assistant. The three shows she primarily worked on were all social media shows including *Full Size Run*, *One of One*, and *Unboxing*.

Kayla wore many hats while being a PA including but not limited to creating five weekly call sheets, three monthly production calendars, managed 50+ talent release forms, and booked travel for all 3 shows.

You can find additional work [here](#).



For *Full Size Run* shoots, her other responsibilities included uploading all assets, administering the teleprompter, and ingesting all media. She also acted as an extra in Season 2, Episode 1 with the show's 3 hosts. Aside from assisting with producing episodes, She also helped produce all promotional photoshoots and advertisements.

For *Unboxing* and *One of One* shoots, Kayla built all production sets, helped produce content, and collaborated with Christian Combs for a *One of One* shoot based on the 2003 Nike x Supreme Dunk High Pro SB. The video content produced for *Unboxing* focused on exclusive sneaker releases and PR boxes that were created for all *Sole Collector* social platforms. Some of the sneakers included were the Nike Moon Racer and Under Armour Forge '96.

Examples of Production Work:

[Full Size Run Season 2 Trailer](#)

[Full Size Run Season 2, Episode 1](#)

[Full Size Run Season 2, Episode 2](#)

[Full Size Run Season 2, Episode 3](#)

[Full Size Run Social: Sneaker of the Summer](#)

[Sole Collector Social: Unboxing - Puma RS-0 "Sound"](#)

[Sole Collector Social: Unboxing - Nike Moon Racer](#)

[Sole Collector Social: Unboxing - Under Armour Forge 96](#)

You can find additional work [here](#).



EDITORIAL

EDITORIAL SAMPLES

Sports. Lifestyle. Fashion.

During her time in college, Kayla held an internship with *In the Zone* ('14-'18), formerly known as *DoubleGSports*, where she actively reported on the St. John's Men's Basketball Team, BIG EAST Conference, and select other Division 1 teams. During her four years, she covered over 100 games and conducted over 220 in-person interviews with players and coaches. She also participated in writing lifestyle content for *The Odyssey* and *Society 19*.

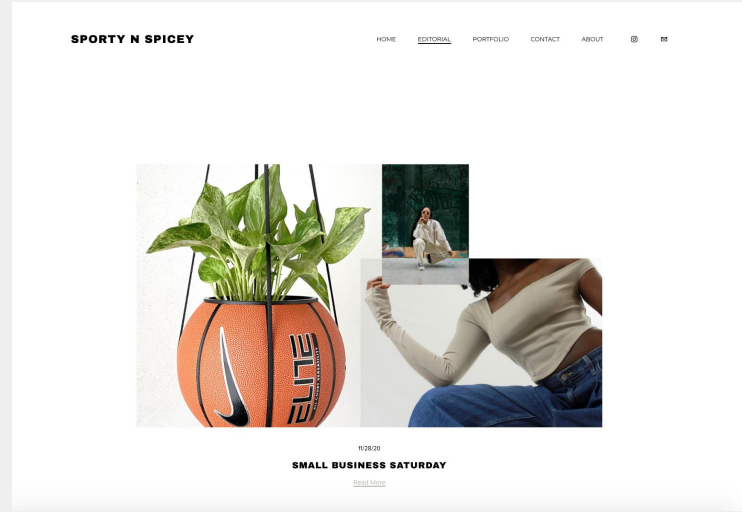
In the Fall of 2020, Kayla started her own editorial on her website *sportynspicey.com*, which acts as her creative outlet, as well as her creative portfolio. She believes everyone needs an outlet to showcase their creative abilities.



You can find additional work [here](#).



Click [here](#) to read Kayla's first sports article from October 2016 covering BIG EAST Media Day 2015 for *In the Zone*, formerly known as *DoubleGSports*. Select other sports pieces were re-published [here](#)



During Fall 2020, Kayla started her own blog, sportynspicy.com, with a focus on sports, sneakers, fashion, lifestyle, and life in NYC. Click [here](#) to read.

KAYLA MACHLICA



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