

# KAYLA MACHLICA

## CONTACT

[KAYLA.MACHLICA@GMAIL.COM](mailto:KAYLA.MACHLICA@GMAIL.COM)

[LINKEDIN.COM/IN KAYLAMACHLICA](https://www.linkedin.com/in/kaylamachlica)

[WWW.KAYLAMACHLICA.COM/PORTFOLIO](http://WWW.KAYLAMACHLICA.COM/PORTFOLIO)

NEW YORK, NY

## EDUCATION

**ST. JOHN'S UNIVERSITY**  
COLLEGE OF PROFESSIONAL STUDIES  
Queens, NY | May 2018

**Bachelor of Science:** Communications  
**Minor:** Sport Management  
**GPA:** 3.72/4.0  
**Honors:** Cum Laude | Dean's List

## SKILLS

**SOCIAL MEDIA:** Instagram, TikTok, YouTube, Twitter, Facebook, LinkedIn, Snapchat, Discord, Twitch, Pinterest, Reddit, Tumblr, Clubhouse, Sprout, Later, Content Strategy & Production, Community Management, Copywriting, Insights Reporting

**EDITING PROGRAMS:** Adobe Creative Suite (Photoshop, Lightroom, InDesign Premiere Pro), Final Cut Pro, iMovie, Canva

**MARKETING:** Salesforce (Pardot, Marketing Cloud), Mailchimp, Braze, Amplitude, Google Analytics, Facebook Ads Manager, Google Ads, Vita, Firebase, DICE, Endeavor, Email Marketing, Asset Design, Influencer Marketing, Trend Research, Brand Development, Campaign Planning, Analytics Reporting

**WEB DEVELOPMENT:** Squarespace, Shopify, WordPress, Wix, Basic HTML

**PHOTOGRAPHY:** Canon (PowerShot G7X, EOS M50, EOS Rebel T7i, EOS 80D), 35mm Film, Creative Direction, Production, Product Shots, Fashion, Sports, Events

**PRODUCTIVITY:** G Workspace, Microsoft Office, Keynote, Trello, Airtable, Asana

**ADDITIONAL:** Communication, Organization, Time Management, Teamwork, Leadership, Project Management, Optimism

## EXPERIENCE

### BELLA PUBLIC RELATIONS

**Social Media Manager** | August 2021 – April 2022

- Concepted, created, and executed content and influencer strategy for 7 brands' social media accounts in the fashion, beauty, and wellness industries, including NUELE, Abbott Lyon, and Osmosis Beauty
- Oversaw daily posting, community engagement, and industry research across all social channels to ensure authentic growth and brand establishment
- Maintained all brands' social channels' calendars (16 total) to promote launches, events, sales, UGC, and brand initiatives, in alignment with the brand strategy
- Partnered closely with the in-house creative team to drive social asset creation and brand voice in an amplifying and socially compelling way
- Managed outreach, cultivated relationships, coordinated seedings and partnerships, and collaborated with influencers and creatives of all sizes for Abbott Lyon, Osmosis Beauty, NUELE, and more, to expand brand awareness and community
- Reported bi-weekly, monthly, and annual analytics of all social platforms to each client to measure ROI and the success of social and influencer efforts, communicate effectiveness of campaigns, strategy, and engagement, and explore areas needed for improvement

### PRISMPOP INC.

**Marketing Assistant** | January 2021 – July 2021

- Launched 3 weekly email campaigns, 15 weekly IOS and Android app push notifications, and 10 monthly events, using Braze and Mailchimp
- Led a community of 35k+ daily users and 215 influencers, while assisting with all content creation, programming, and in-app development concerns
- Designed digital and creative assets and created HTML copy for all email campaigns, events, and push notifications
- Assisted with Instagram management by creating and posting 2-3 daily feed posts, highlighting top creators, and growing a community of over 12,000 followers
- Researched weekly trends to keep platform content and programming current
- Tracked performance KPI's and data for all campaigns, content, and daily activity

### LUXURY ATTACHÉ

**Marketing Coordinator** | October 2019 – January 2021

- Orchestrated all inbound marketing campaigns for 35 real estate developments nationwide through a variety of social channels, Salesforce CRM, and Mailchimp
- Developed company website design, 56 marketing decks, 300+ email marketing campaigns, and all marketing collateral (150+ pieces), driving 45k targeted partners and clients to engage with content
- Conducted primary and secondary research to develop an annual marketing plan comprised of market research, quantifiable marketing goals, target advertising mediums, branding guidelines, and communication plan
- Performed campaign analysis recaps for post-reporting to internal stakeholders and pulling key insights and takeaways using Google Analytics and Salesforce

### EQUINOX

**Retail Sales Manager** | September 2018 - October 2019

- Curated 3 weekly email marketing campaigns to brand's target audience for traffic and sales growth, with a 62%+ target conversion rate
- Coached a sales team of 5, ensuring the department achieved over 100% in personal and team sales goals every month, tracked with Microsoft Dynamics 365
- Named Top 20 Retail Sales Managers and Retail Sales Manager of the Month

### COMPLEX NETWORKS

**Freelance Production Assistant, Sole Collector** | August – September 2018

- Built 5 weekly call sheets and managed 3 monthly production calendars for Sole Collector shows: *Full Size Run*, *One of One*, and *Unboxing*
- Produced video content of exclusive sneaker releases and PR boxes for all Sole Collector and Complex social channels
- Administered all assets, ingested media, assisted in producing 8 promotional photo shoots and advertisements, and assembled full production sets for every shoot