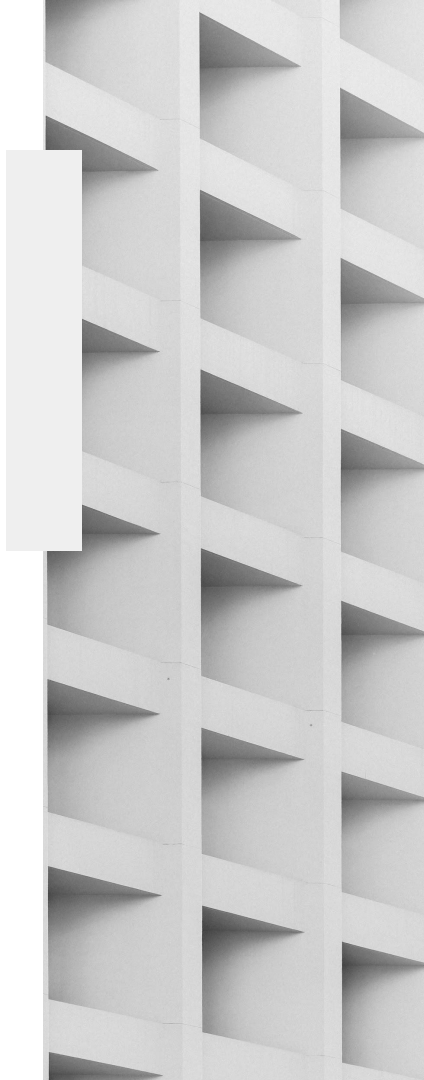


KAYLA MACHLICA

CREATIVE PORTFOLIO

TABLE OF **CONTENTS**



- 3. ABOUT
- 4. EXPERTISE
- 5. BRANDS
- 6. DIGITAL RESUME
- 7-17. MARKETING & DESIGN
- 18-23. SOCIAL
- 24-26. PHOTOGRAPHY
- 27-29. PRODUCTION
- 30-31. EDITORIAL
- 32. CONTACT

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 the media, sports & fitness, fashion, beauty, luxury, and hospitality industries. Outside of social media and marketing, Kayla has also attained experience in editorial, production, public relations, app development, and helping grow two company start-ups.

Some of the interpersonal skills Kayla showcases in professional and personal settings include being a leader, detail-oriented, organized, responsible, communicative, easily adaptable, and capable of thriving in both a team and independent work setting. She also brings an outgoing and optimistic attitude, helping her find the positives in any situation.

Being an advocate for mental health, climate change, and human rights, Kayla has made it her mission to continue to be involved in all three throughout her career and use her platform to spread awareness.

MULTI-PLATFORM **EXPERTISE**



MARKETING
& DESIGN



SOCIAL MEDIA

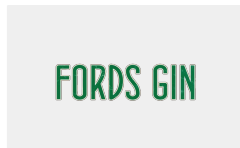
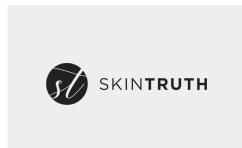
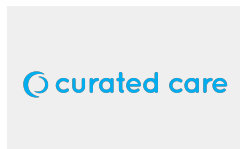
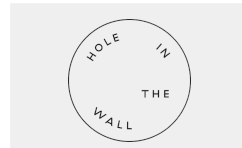
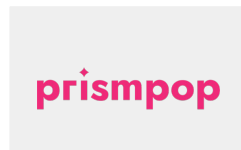
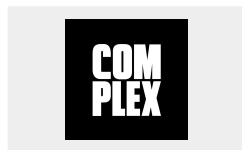


PHOTOGRAPHY
& PRODUCTION



EDITORIAL

B R A N D S



DIGITAL RESUME

RESUME | LINKEDIN

BELLA PUBLIC RELATIONS

Social Media Manager | August '21 - April '22

PRISMPop INC.

Marketing Assistant | January '21 – July '21

LUXURY ATTACHÉ

Marketing Coordinator | October '19 - January '21

FREELANCE

Social Media Manager | March '16 - December '20

EQUINOX

Retail Sales Manager | September '18 - October '19

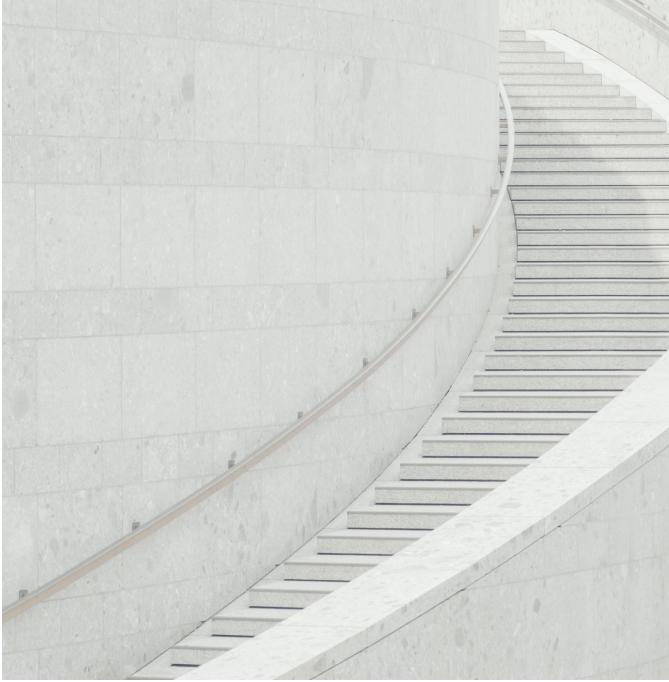
COMPLEX NETWORKS

Freelance Production Assistant, Sole Collector | August – September '18

BSE GLOBAL

Game Presentation Intern, Brooklyn Nets | September – December 2016

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



MARKETING & DESIGN



MARKETING & DESIGN **SKILLS**

MARKETING:

Salesforce Pardot
Salesforce Marketing Cloud
Mailchimp
Braze
Amplitude
Google Analytics
Facebook Ads Manager
Later
Asana
Google Ads
Sprout
Firebase
Vita

Asset Design
Reporting
Trend Research
Brand Development
Campaign Planning
Digital Layout
Email Marketing
Community Management
Copywriting
Event Planning
Marketing Decks
DICE
Endeavor

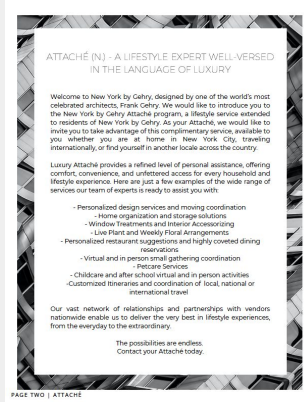
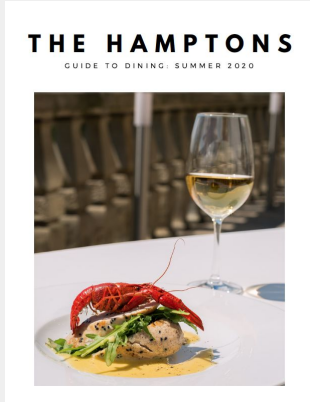
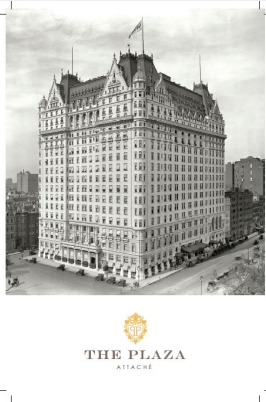
EDITING PROGRAMS:

Adobe Creative Suite
Final Cut Pro
Apple iMovie
Canva

WEB DEVELOPMENT:

Squarespace
Shopify
WordPress
Wix
Basic HTML

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



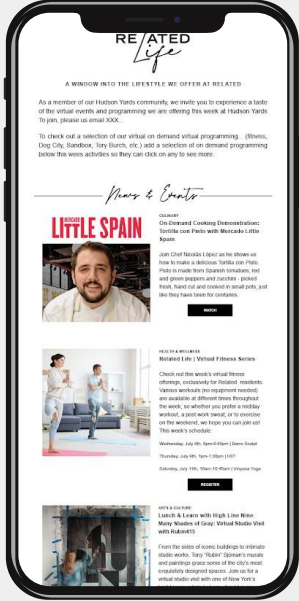
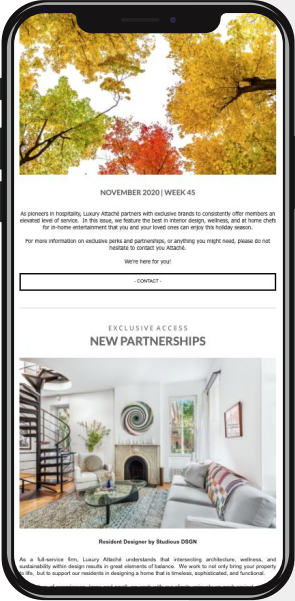
MARKETING COLLATERAL

While working with a variety of brands, industries, and audiences in the digital marketing space, Kayla has developed a diverse skill set and has experienced many different marketing sectors.

Her skills and work within digital marketing include influencer marketing, email marketing, campaign planning, brand development, production of marketing decks, asset design, event planning and execution, community management, copywriting, and analyzing monthly and annual reports.

All marketing assets are created to meet the needs of the brand while following specific brand guidelines and design aesthetics. Assets include graphics, layouts, branding, imagery, copywriting, and design for email campaigns, newsletters, brochures, social media, advertisements, flyers, websites, and all other digital marketing needs!

NEWSLETTER & EMAIL DESIGN




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

VENDOR DELIVERABLES



A SUMMER CELEBRATION WITH NYBG




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.



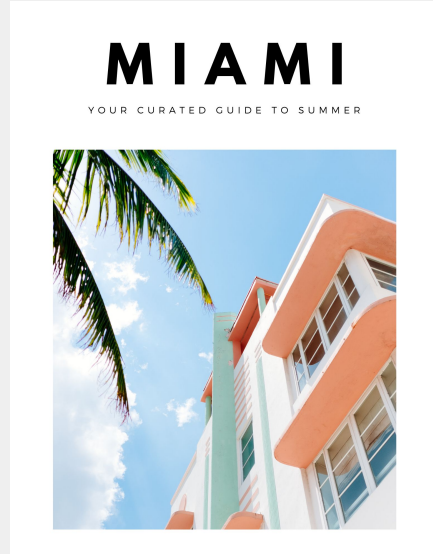
The HUNGRY logo consists of a red square with a white 'H' and a red arrow pointing right, followed by the word 'HUNGRY' in red, uppercase letters.

All vendor deliverables are carefully designed to meet the needs of each brand, keeping to the brand's guidelines and aesthetic, while appealing to their audience.

Vendor deliverables include all flyers, brochures, posters, email graphics, influencer PR gifting and brand inserts, brand promotions, social graphics, and all other marketing collateral needed.

Industries worked with: hospitality, retail, food & beverage, fashion, beauty, fitness, and sports.

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



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
LUNCH	10
DINNER	11
THINGS TO DO	
PRIVATE EXPERIENCES	12
EXPLORE OUTDOOR	13
IN THE HOME	14
WELLNESS	15
BEAUTY	16

LUNCH

A. LURE
 309 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 a 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.

PAGE EIGHT | WHERE TO DINE

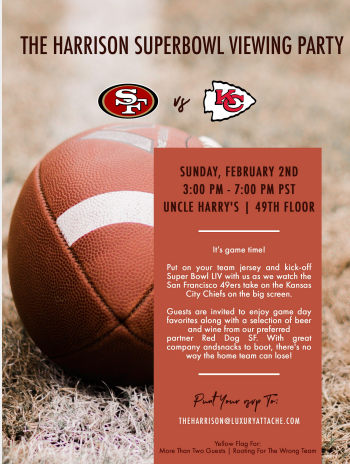


TRAVEL GUIDES



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

EVENT FLYERS & INVITATIONS

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



THE HARRISON SUPERBOWL VIEWING PARTY

 vs 

**SUNDAY, FEBRUARY 2ND
3:00 PM - 7:00 PM PST
UNCLE HARRY'S | 49TH FLOOR**

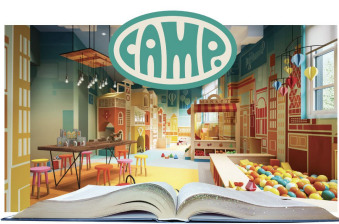
It's game time!

Put on your team jersey and kick-off Super Bowl LIV with us as we watch the San Francisco 49ers take on the Kansas City Chiefs on the big screen.

Guests are invited to enjoy game day favorites along with a selection of beer and wine from our preferred partner Red Dog SF. With great company and drinks to boot, there's no way the home team can lose!

Put your app to
THEHARRISON@LUXURYATTACHE.COM

Never Flag for
More Than Two Glasses | Betting For The Wrong Team



We're In a Book with CAMP

This is not your average story time. Our staff of CAMP Curators will read and act out a magical story. Together, we'll bring the story to life through whimsically guided playtime and some creative crafting.

**Monday, March 2nd
4pm-5pm
Children's Playroom**

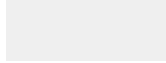
RSVP | 70VESTRY@LUXURYATTACHE.COM

ABOUT CAMP
Built to engage and inspire families, CAMP offers a safe, supervised blend of product and play that create exciting and fun experiences for all. CAMP is a network of partner-retail stores with creating shared experiences. Each CAMP location includes a parent table, an interactive space for play and shopping behind a magic door, and a theater for activities and programming for kids of all ages and their families.

70 VESTRY
LUXURY ATTACHE | RE/ATED
Life



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.



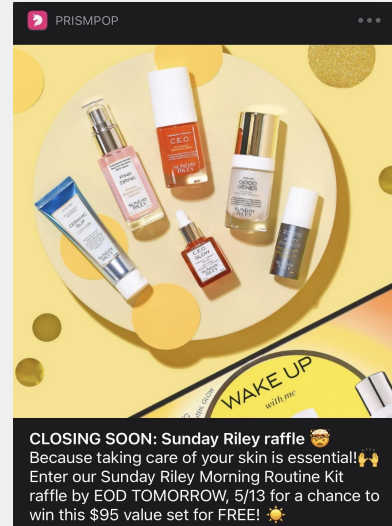
You can find additional work [here.](#)



IOS & ANDROID APP PUSH NOTIFICATIONS

Constructing iOS & Android app push notifications from start to finish, Kayla uses software like Braze, to fully build-out and launch notifications to send to targeted app users for an increase in clicks, app usage, and engagement.

You can find additional work [here](#)
and push notification assets [here](#).



WEB DESIGN

Web Development Platforms:

Squarespace

Wix

WordPress

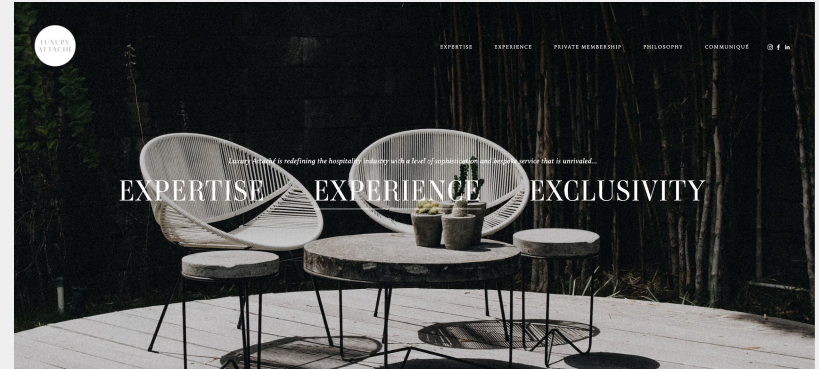
Shopify

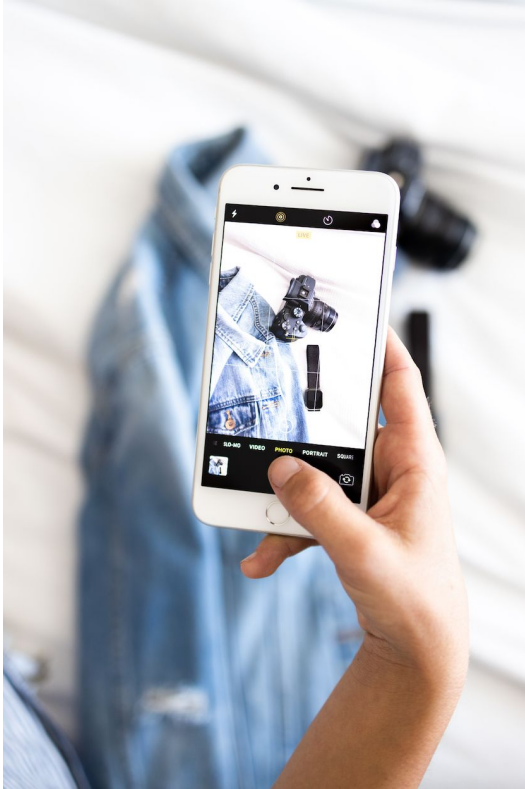
Web Design Examples:

[SPORTYNSPICEY](#)

[Luxury Attaché](#)

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





SOCIAL MEDIA

SOCIAL MEDIA **SKILLS**

SOCIAL MEDIA PLATFORMS:

Instagram	Facebook
TikTok	LinkedIn
YouTube	Pinterest
Snapchat	Tumblr
Twitter	Clubhouse
Discord	Reddit
Twitch	GIPHY

- Planning & Strategy
- Researching Social Trends
- Design & Graphics
- Content Calendars
- Copywriting
- Post Scheduling
- Engagement Growth
- Content Production
- Community Management
- Influencer Marketing
- Photo & Video Editing
- Full Production
- Aesthetics
- Analytics & Reporting

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

ABOUT SOCIAL

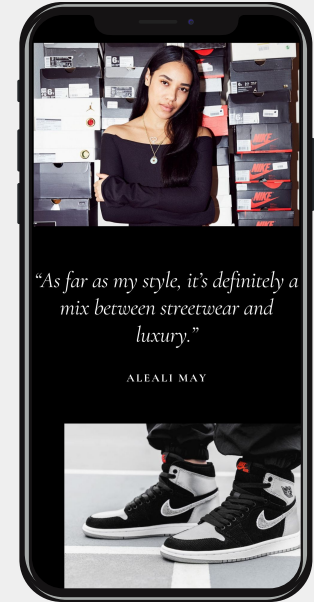
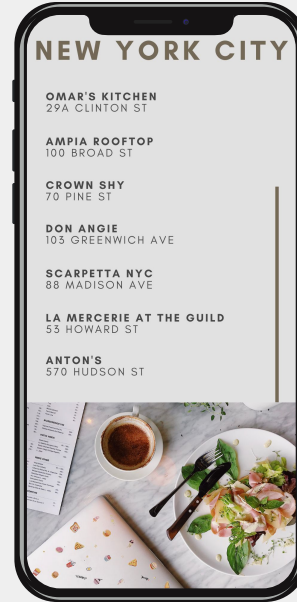


While working at different media, sports & fitness, fashion, beauty, hospitality, and food & beverage brands, Kayla has gained extensive social media knowledge. Her experience in working with a plethora of industries and audiences, as well as individual influencers, has allowed her to gain a well-rounded perspective on what content fits brands best.

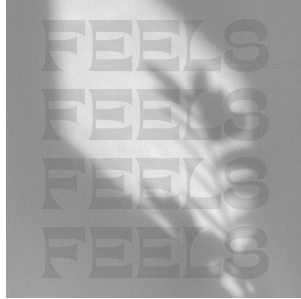
Kayla specializes in executing complete production of all social media content including researching social and industry trends, planning content calendars, creating and editing all design, images, and videos, conducting influencer reach out for giftings and sponsorships, community management, copywriting, aesthetics, and utilizing marketing analytics tools to monitor and increase online presence and consumer engagement.

SOCIAL POSTS

When working for a brand or influencer, Kayla maintains consistency with feed and story posting, content planning and design, and maintains engagement with interactive collateral, like polls, reposts, giveaways, lives, sponsorships, etc. She continuously explores new content ideas, social trends, and has expertise working with influencers of all sizes. Focusing on the community is also a key component for engagement growth, which is one of her specialties.



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



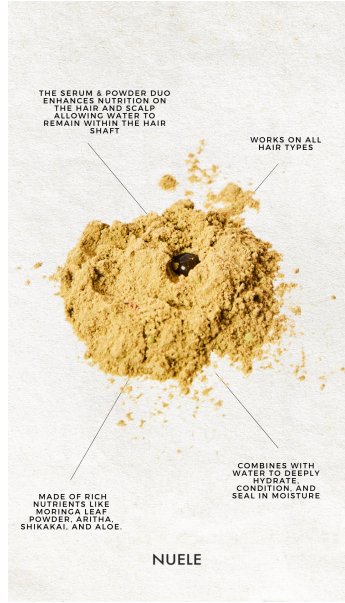
AUGUST RELEASE



**TRAVIS SCOTT X NIKE
AIR FORCE 1 "SAIL"**

8.10.19 | \$150 USD





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



PHOTOGRAPHY



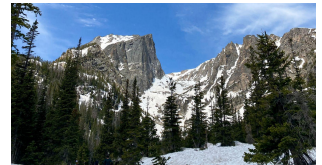
PHOTOGRAPHY **SKILLS**

Canon PowerShot G7X
Canon EOS M50
Canon EOS Rebel T7i
Canon EOS 80D
iPhone Photography
35mm Film Photography

Creative/Art Direction
Photo Shoots/Production
Product Shots
Fashion
Sports
Events
Promotional
Storytelling
Moodboards

Adobe Photoshop
Adobe Lightroom
Snapseed
Basic Video Editing
Final Cut Pro
Adobe Premiere Pro
Apple iMovie
Canva

WORK



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



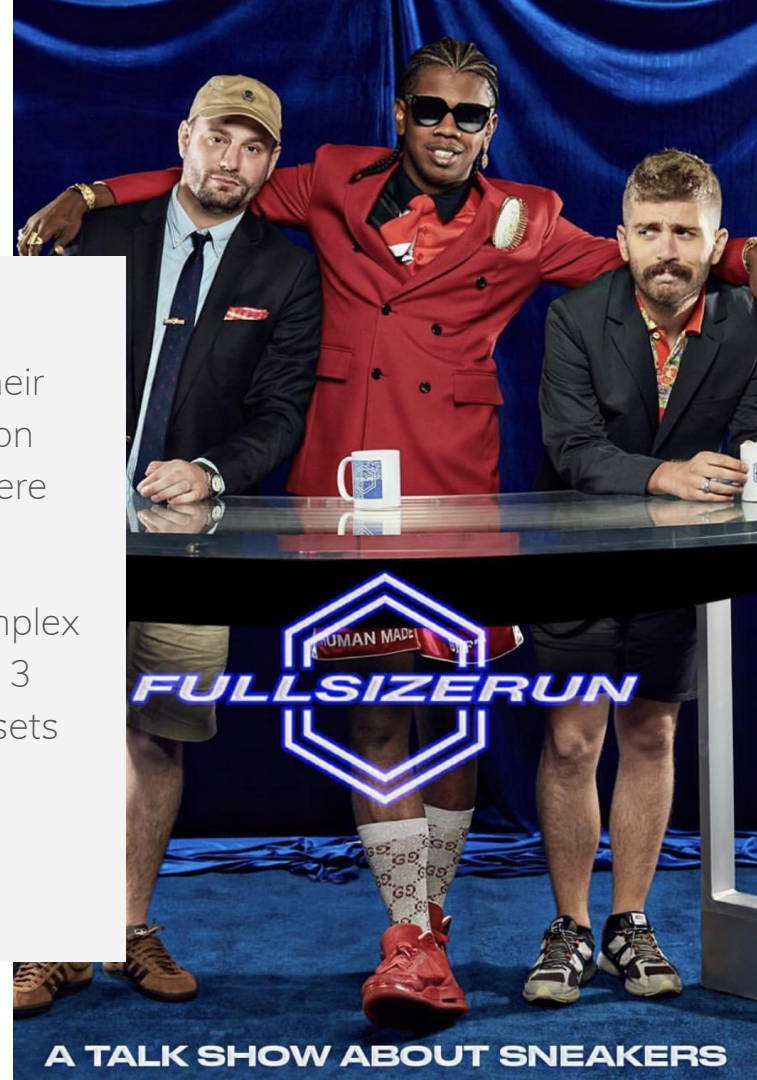
PRODUCTION

PRODUCTION WORK

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

She wore many hats while being a PA at Complex including organizing 5 weekly call sheets and 3 monthly production calendars, overseeing assets from every shoot, and managing all talent, including guests.

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



For Full Size Run shoots, Kayla's main responsibilities included administering the teleprompter during each shoot, uploading all assets post-filming, and ingesting all media. She also was featured 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, assisted with producing content, and collaborated with Christian Combs for a One of One shoot based on the 2003 Nike x Supreme Dunk High Pro SB. Video content produced for Unboxing focused on exclusive sneaker releases and PR boxes that were created for all Sole Collector social platforms.

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

Examples of 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](#)



EDITORIAL

EDITORIAL SAMPLES

Sports. Lifestyle. Fashion. Music. Events.

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

In the Fall of 2020, Kayla created her own editorial on her website [sportynspicey.com](#), with a focus on sports, sneakers, fashion, lifestyle, music, and life in NYC. She uses her website as a creative outlet, as well as her creative portfolio. She believes everyone needs an outlet to showcase their creative abilities and interests. Click [here](#) to read.



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

KAYLA MACHLICA



New York, NY

Email: kayla.machlica@gmail.com

Phone: *available upon request*