

KAYLEIGH CHADWICK ARTHUR

MARKETING & ADVERTISING

Contact

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860-942-7920

Clients

Frost Beer Works - *Digital Marketing*

Studio Cacao - *Digital Marketing*

Vermont Vines - *Branding*

Old Spokes Home - *Advertising*

Lifenaut - *Market Research*

Skills

+SEO

+Wordpress

+Twitter/Instagram/Facebook/Snapchat

+Adobe Photoshop/Illustrator/Indesign

+HTML/CSS

Certification

Inbound Certification

03/10/2016 - 04/10/2017

Work Experience

Advertising Coordinator

05/2016 - 01/2017

Free Press Media - Burlington, VT

Was responsible for coordinating and executing ad production for both print and digital display ads for large revenue advertising accounts. Scheduled, created and executed online and print campaigns with sales reps and production staff. Coordinated creation of print ads, digital display ads, and glossy inserts with designers and clients. Daily newspaper page release and layout coordination. Kept to daily and weekly schedules and deadlines.

Operations/Consultation Agent

08/2015 - 06/2016

Geek Squad - Williston, VT

Responsible for handling service traffic within the precinct, manage inbound and outbound phone calls, handle escalations, while also managing shipping and receiving, repairs, and software installations.

Peer Advisor

08/2013 - 12/2014

Champlain College - Burlington, VT

Helped first year students navigate through all first year requirements, such as registration. Also, facilitated and supported financial LEAD events on a regular basis. This included credit counseling, money management counseling, and presenting classes such as "Understanding Credit".

Marketing Intern

01/2013 - 04/2013

Peru Haylli Tours - Charlotte, VT

Created an email campaign, ran focus groups, attended travel expo, and worked with the web developer to troubleshoot and pass along recommendations during my time working at this start up travel company located in Charlotte, Vermont.

Education

Champlain College

Bachelor's Degree in Marketing

Burlington, Vermont

08/12-05/16

Champlain College

Bachelor's Degree in Marketing

Dublin, Ireland

01/15-05/15

Relevant Courses

+Brand and Account Management

+Advanced Advertising

+Advanced Digital Marketing

+Web Development

+Strategic Community Management

+Design Solutions