

KAYLA SWIDAN

CONTACT

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PORTFOLIO

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EDUCATION

EASTERN MICHIGAN UNIVERSITY

Bachelor of Fine Arts

Concentration in Graphic Design

VALUES

- Communication
- Creativity
- Critical thinking
- Integrity
- Organization
- Teamwork
- Understanding

EXPERIENCE

MARKETING MANAGER • LogistiQ, A Division of LEWCO • November 2021 – February 2023

Led LogistiQ through development and execution of brand rollout through MODEX 2022 trade show within first four months of employment.

- Building of robust, multi-channel marketing campaigns for new products and upcoming events
- Booth design for PROMAT 2023 (Chicago) trade show and MODEX 2022 (Atlanta) trade show
- Design, printing and installation of indoor signage for LogistiQ's 750,000 sq ft facility
- Planning and execution of large-scale ribbon-cutting/Christmas event with a budget of more than \$30K
- Main point of contact for facility color-matching (paint, siding, signage, etc.)
- Launch of LogistiQ social media presence
- Creation of recruitment kits for BGSU and UT events
- Development of online swag shop through local vendor
- Redesign of company newsletter and maintenance of monthly updates
- Development of product hierarchy in collaboration with Engineering
- Implementation of formal marketing inbox and request process as well as a project management tool (Trello)
- Design of branded product and patent labels for new and existing products
- Capturing and editing all current employee and new hire headshots for company database
- Creation of short and long videos for social media, events and customer presentations
- Development of email templates for marketing campaigns
- Preparation of artwork for branded merchandise
- Developed and designed detailed facility map
- Complete design overhaul of product manuals, proposals, and troubleshooting guides
- Design of company business cards, email signatures and office name plates

DIRECTOR OF MARKETING • University of Montana • September 2018 – December 2021

Led the development of a fully integrated marketing team and plan through data-driven needs assessment while managing a successful brand discovery for the University within first year at UM.

- Managed 10 staff members in areas of analytics, content marketing, graphic design, social media, website, video and photography
- Oversaw internal and external proof process from project start to completion for printed publications, photos, videos and social media
- Collaborated with academic leadership and President's Cabinet to prepare multi-channel marketing solutions to address enrollment gaps
- Partnered with outside agencies and internal analysts to leverage research and develop strategic approaches and recommendations
- Provided guidance to marketing coordinators across campus to ensure on time, cost effective delivery of marketing materials
- Coordinated with Human Resources on crafting job descriptions and salaries for new positions
- Scheduled and conducted phone and in-person interviews for professional hires and student internships
- Collaborated with budget manager on controlled spending to ensure that available funding is distributed appropriately
- Supported President's Office with strategic initiatives and projects, including development of time-sensitive presentation materials
- Cultivated and managed strategic relationships between the University and community partners to advance UM's brand and reputation
- Reviewed and edited social media posts and homepage content to ensure high quality and brand identity
- Maintained promo item inventory and assembled gift baskets for presidential guests, donors, new hires, prospective students and families
- Collaborated with Director of Trademarks and Licensing on branded artwork for licensed merchandise
- Developed digital and print campaigns to engage prospective students and families, alumni, donors and the Missoula community
- Worked hard to maintain a work environment that is positive, welcoming, driven, goal-oriented and open-minded

Selected accomplishments:

- Creation and implementation of marketing strategies that increased freshmen enrollment by 30% and retention rate by 7%, leading to an overall student headcount growth of 3% for the first time in a decade
- Managed full brand discovery with agency in collaboration with the Vice President
- Built comprehensive brand guide for use across all UM departments, leading to an overhaul of ALL enrollment marketing materials
- Gained more than 15,000 followers on UM's Instagram
- Expanded marketing technology infrastructure by implementing:
 - Digital asset management system (Libris)
 - Virtual campus tour (Concept3D)
 - Project management system (Trello and Asana)
 - Team chat and video function (Microsoft Teams)
 - Shared marketing server (University IT)
- Developed COVID-19 website, signage and "Healthy Griz Kits"
- Leveraged relationship with KPAX by creating and directing video campaigns featuring current students, faculty, staff and alumni
- Designed viewbooks, postcards, emails and pop-up banners for each of the academic colleges
- Established new print vendors and improved existing relationships with vendors

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EXPERIENCE *(continued)*

ASSISTANT DIRECTOR OF MARKETING & COMMUNICATION (PROMOTION) • University of North Florida • October 2017 – September 2018

Responsible for the duties of Marketing Publications Coordinator in addition to growing and managing the marketing and communications department staff to ensure a cohesive marketing strategy is being implemented.

- Management of videographer/photographer, graphic designer and interns while collaborating with the assistant director of social media and digital communication coordinator
- Oversaw internal and external proof process from project start to completion for printed publications, videos, digital ads and social media posts
- Acted as liaison between Enrollment Services and University Public Relations for Marketing Approval Requests
- Served as primary point of contact with off-site print vendor for more than 150 professional print and mailing projects
- Collaborated with budget manager on controlled spending to ensure that available funding was distributed appropriately
- Worked closely with Registrar's Office and University Public Relations on content for Commencement program and tickets
- Organized digital and paper records of all Enrollment Services publications, marketing approvals, quotes, design files and photos

Selected accomplishments:

- Created and implemented marketing strategies that increased freshmen enrollment by 22% in 2016, 36% in 2017 and 44% in 2018
- Led the restructure of Marketing and Communication team
- Created comprehensive style guide for use across Enrollment Services for publications, social media, digital ads, signage, events, etc.
- Redesigned viewbooks for five academic colleges and Honors College
- Selected and implemented project management system for Marketing and Communication team
- Built welcome packet for Enrollment Services new hires
- Created gift baskets for all confirmed students and VIPs
- Prepared and presented both digital and print publications for department audit to receive accreditation

MARKETING PUBLICATIONS COORDINATOR • University of North Florida • August 2016 – September 2018

Ensured identity standards and designed promotional materials and publications for multiple departments including Admissions, Financial Aid, Residence Life, New Student Orientation, One-Stop Student Services, Transfer Student Services, Welcome Center, the five academic colleges and the Honors College.

- Collaborated with departments on appropriate marketing and design options based on overall marketing goals
- Collaborated with Welcome Center to establish marketing identity through publications, visual identity and social media
- Developed multi-faceted marketing campaigns for Admissions, Transfer Student Services, One-Stop Student Services and Welcome Center
- Designed multi-channel internet advertising campaigns to attract prospective students to UNF
- Updated and created webpages for Enrollment Services in current content-management system
- Created digital files for professional print projects and requested quotes from print vendor
- Prepared marketing approval requests for controlled spending
- Handled proofs for in-house print projects and pre-flight proofs for professional print projects
- Created social media campaigns and updated social media accounts
- Assisted with weekend events like Saturday @ the Nest, Explore UNF and Apply in July

GRAPHIC DESIGNER • The Rocket Shop • March 2016 – August 2016

- Designed apparel for local high schools and other customers
- Set up files for screenprinting and laser cutting
- Screenprinted and pressed t-shirts
- Maintained engaging social media presence

DIRECTOR OF GRAPHIC ARTS • Eastern Michigan University: Student Government • June 2015 – April 2016

- Created promotional materials and publications
- Collaborated with executive board on designs
- Liaised with print vendors
- Promoted events via social media platforms

GRAPHIC DESIGNER & MARKETING ASSISTANT • Eastern Michigan University: Campus Life • April 2014 – December 2015

- Created promotional materials and publications
- Set up files for offset printing
- Kept inventory of stock and ordered printing supplies
- Collaborated with creative team to improve promotional materials
- Provided programmatic and logistical support for New Student Orientation 2014 and 2015