

Kaylee Ware

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Social Media Specialist

Results-driven marketing and communications professional with a focus on strategic social media management. Proficient in crafting and implementing social media strategies to enhance brand visibility, engagement, and customer loyalty. Skilled in data-driven decision-making and experienced in remote and hybrid work settings. I am eager to leverage my expertise to contribute to a dynamic team while staying ahead of industry trends.

EDUCATION

B.S. in Public Relations

Texas State University • San Marcos, TX • 08/2014 – 12/2018

WORK EXPERIENCE

Beaming Marketplace • Oro Valley, AZ, USA • 04/2023 – 07/2023

Barista/Team Lead

- Gained extensive knowledge about nutrition and supplements, providing informed recommendations and demonstrating a deep understanding of the products we offer.
- Increased app downloads by 40% in 4 months by engaging with the customers resulting in more member sign-ups
- Increased team morale and promoted to team lead 2 months after beginning
- Collaborated with the marketing team to create engaging social media content, including visually appealing images and captions that showcased our products and attracted customers.

Pet Paradise Resort • Cedar Park, TX, USA • 12/2022 – 03/2023

Communications Associate

- Developed and curated original content for social media platforms, including photography, videography, and written copy, ensuring consistency with Pet Paradise's branding guidelines and voice.
- Captured and edited daily photos and videos of pet guests, showcasing their experiences and personalities while maintaining high standards of quality and creativity.
- Served as the voice of Pet Paradise on social media platforms, monitoring and responding to comments and private messages in a professional and timely manner to enhance customer satisfaction and engagement.

Teapioca Lounge International • Austin, TX, USA • 01/2022 – 12/2022

Marketing Coordinator

- Collaborated with cross-functional teams to ensure timely completion of marketing deliverables for internal projects, resulting in increased efficiency and productivity.
- Developed and managed a comprehensive marketing calendar on a quarterly basis, aligning with seasonal promotions and product launches to drive sales and customer engagement.
- Curated and maintained engaging content on social media accounts, including stories, digital ads, posts, and other multimedia content, resulting in increased followers, engagement, and brand awareness.

- Documented and tracked all marketing practices and projects, including progress reports and metrics, to measure effectiveness and inform future marketing decisions.

GlobalLogic Inc. • Austin, TX, USA • Full-time • 04/2021 – 12/2021
a Hitachi Group Company & a leader in digital product engineering

Associate Analyst

- Consistently ensured the accuracy and timeliness of data feeds and flows for various projects, surpassing quality standards. Produced, reviewed, and recorded quarterly results with precision, contributing to data reliability and decision-making.
- Proactively optimized existing processes and provided valuable feedback on tools and procedures. Participated in project forums and meetings, helping drive initiatives to enhance productivity and customer satisfaction, reflecting a commitment to process improvement and efficiency.

Summer Moon Coffee • Fort Worth, TX & Austin, TX • 11/2019 – 04/2021

Barista

- Ensured high-quality coffee preparation, maintaining rigorous standards for brewing, espresso shots, and milk frothing to satisfy customers and earn repeat business.
- Trained new employees in coffee preparation and customer service, while also taking the initiative to address challenges, streamline processes, and maintain a clean and inviting workspace.

Habitat for Humanity • New Braunfels • Internship • 08/2018 – 12/2018

Comal County Habitat for Humanity

Marketing Intern

- Assisted Comal County Habitat for Humanity in executing comprehensive marketing initiatives to engage the community and increase volunteer participation.
- Developed and implemented a targeted marketing strategy to effectively reach the organization's desired demographic.
- Contributed to the design and creation of diverse marketing collateral, including flyers, brochures, and newsletters.
- Collaboratively managed the organization's social media accounts and website, ensuring the delivery of captivating, informative, and brand-consistent content.

SKILLS

Attention to Detail and Accuracy, Creativity and Innovation, Customer Engagement and Service, Social Media Management, Social Media Marketing, Project Management, Content Strategy, Adobe Photoshop, Graphic Design Principles, Photography and Videography, Adobe InDesign, Search Engine Optimization, Professional Communication Skills & Presentation Skills, Brand Strategy Development and Brand Communications, Organizational Skills, Leadership, Data Analysis and Reporting, Marketing, Email Marketing, Google Ads, Copywriting, Budget Management, Emotional Intelligence and Relationship Building, Marketing

CERTIFICATIONS

SEO Certification

Hubspot • 09/2023

Customer Service Certification

Zendesk • 09/2023

Google Ads Certification (Search, Display, Video)

Google