

Kayla Carignan

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PROFILE

Results oriented, quality driven **Communications Professional** offering demonstrated achievements including exceptional capabilities to create unique web content, social media posts, and other online marketing material. Able to analyze data based on current content and formulate future strategies. Team player with optimum writing, editing, and research skills. Well-developed verbal and written communication, interpersonal and decision making skills. Exceptionally organized and detail oriented with proven ability to perform in deadline driven environments.

Areas of Expertise Include:

Content Marketing • SEO • Copy Writing & Editing • Social Media Management • Research & Analysis

Computer Competencies

CMS (proficient in Wordpress), SEO, SEM, Google Analytics, Basic HTML & CSS **Social Media:** Facebook, Twitter, YouTube, Pinterest, Instagram, Vine, Google+, Tumblr, Social Media Management (Klout, Tweetdeck, and HootSuite), **Microsoft Office** (Word, Powerpoint, Excel, and Outlook)

EDUCATION

Endicott College - Beverly, MA

Bachelor of Science in Communication, 5/13 *Cumulative GPA: 3.45

Major: **Communication** & Minor: Applied Mathematics

➤ *Inducted into Lambda Pi Eta; Communication Honor Society Member (2011)*

EXPERIENCE

(Professional)

Vacation Innovations

1/14-present

Web Content Writer

Thoroughly conduct keyword research and analysis for SEO purposes to create well-optimized landing pages. Create, copy write, and edit unique content that is optimized for search engines. Monitor multiple websites' content performance and continually update content to meet goals through Google Analytics. Develop and implement social media editorial calendars for company brands to drive awareness, engagement, and sale conversion to company websites. Research and produce company blog posts on industry-specific themes through CMS platforms.

➤ *Produce high quality, unique web content optimized for search engines.*

Gunstock Mountain Resort/Adventure Park - Gilford, New Hampshire

6/11-11/13

Sales Supervisor

Successfully handled all customer service issues, and addressed guest related questions/concerns. Consistently ensured high customer satisfaction ratios by addressing/resolving any issues which arose. Ensured smooth and efficient reservations including completion of all necessary legal administration (waivers). Sold products and controlled the mass communication of the Adventure Park staff, working with employees to ensure their daily information is up-to-date.

➤ *Oversaw smooth sales transactions and customer satisfaction.*

Endicott College - Beverly, Massachusetts

9/11-5/13

News Editor, The Endicott Observer

Managed staff writers and edited news-related articles. Assigned news stories to writers while guiding/counseling them through the process. Wrote articles for all sections of the newspaper, as well as managing the paper's social media accounts.

➤ *Consistently met deadlines while editing all article content.*

EXPERIENCE CONTINUED

(Internships)

RMS Media Group - Andover, Massachusetts

9/12-12/12

Web Editorial/Marketing Intern

Wrote and published web/print features for two periodicals (Northshore Magazine and Ocean Home Magazine). Managed and controlled digital content for each website. Oversaw posts and comments on all social media pages. Produced marketing research spreadsheets that successfully created leads for potential advertisers.

➤ *Managed all social media contests (from administration to selection of finalists/winners).*

New Hampshire Magazine - Manchester, New Hampshire

12/10-1/11

Editorial Intern

Wrote and conducted research for feature articles published by the print magazine.

➤ *Created calendar of events section for four issues and had two articles published in the print issue.*

Nassau Broadcasting Company - Gilford, New Hampshire

12/09- 1/10

Production Intern

Organized morning show schedules, prepared show scripts, edited audio, and dubbed commercials.

➤ *Created commercial by recording audio as well as editing and dubbing it into the system.*

✚ Online Portfolio available: <http://kaylacarignan.wix.com/portfolio>