

KAYLA MITCHELL

Marketing

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SUMMARY

Marketing professional with 6+ years of experience supporting digital marketing, creating content, and coordinating promotional initiatives. Skilled in social media content, blog writing, short-form video production, and affiliate marketing. Combines hands-on creative experience with performance analysis and a business education to support brand awareness, audience engagement, and sales.

WORK EXPERIENCE

Content Creator & Social Media Marketer | @itsklassykayy 2024 – Current

- Plan, film, and edit short-form videos focused on technology, gaming, and lifestyle, managing production from concept through publication.
- Create product demonstrations and promotional content that drive affiliate sales, including 19 purchases of a featured portable desk through TikTok Shop.
- Collaborate with brands to create content tailored to their products and target audiences.
- Develop educational video series, scripts, hooks, and filming plans to support consistent publishing.

Marketing Coordinator, Roswell Family Care Oct 2019 – Present

- Write blog articles and create Facebook content to explain healthcare topics and promote clinic services.
- Design promotional graphics and schedule social media posts to maintain a consistent digital presence.
- Track website and digital-platform performance, identify trends, and prepare reports to support marketing planning.
- Maintain accurate website and digital-platform information and coordinate with vendors and external partners on promotional initiatives.

Realtor, Merit Company 2018 – 2021

- Conducted market research and prepared comparative market analyses to guide property pricing and positioning.
- Built client relationships and communicated market insights to support informed buying and selling decisions.
- Coordinated contracts, transaction documents, and deadlines while maintaining accurate records.

EDUCATION

Bachelor of Science in Business Administration Expected Mar 2027

Southern New Hampshire University

- Concentration in Finance
- GPA: 3.95

KEY SKILLS

- Social Media Management
- Content Planning
- Short-Form Video Production
- Copywriting and Blog Writing
- Affiliate Marketing
- Brand Collaboration
- Marketing Performance Reporting
- Market Research

TOOLS

- Canva • CapCut • Notion • Microsoft Excel • Google Sheets