



KAITLYNN STONE

WWW.KAITLYNNSTONE.COM

PROFILE

SOCIAL MEDIA | GRAPHIC DESIGN | MARKETING

Innovative, results-driven digital media marketing professional and graphic designer, passionate about producing compelling, eye-catching creative content that evokes emotion and encourages action. Specializes in campaign development and management across multiple platforms including social media, e-mail marketing, websites, print advertising and digital media channels. Experience working with a wide variety of clients in varying industries and verticals to produce successful, data-backed results through visual storytelling and engagement driven strategies. Certified yoga instructor and freelance graphic designer by night.

CONTACT

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CONNECT

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SKILLS

Photoshop	<div><div></div></div>
InDesign	<div><div></div></div>
Illustrator	<div><div></div></div>
Lightroom	<div><div></div></div>
Premiere Pro	<div><div></div></div>
Social Media	<div><div></div></div>
SEO/SEM	<div><div></div></div>
HTML5	<div><div></div></div>
Blog Writing	<div><div></div></div>

CERTIFICATIONS

HOOTSUITE SOCIAL MEDIA MARKETING
Hootsuite Academy | Certification #11662008

GOOGLE ADS FUNDAMENTALS
Google | Certification #37457970

RYT-200 YOGA INSTRUCTOR
The Yoga Society | License #222972

AWARDS

2018 BEST COMMUNITY VIDEO OF THE YEAR
The Great American Living Awards | Oct 2018

TOP PRODUCING LEASING AGENT
Berkeley Realty Property Management | June 2016

EXPERIENCE

DIGITAL MEDIA MANAGER

May 2020—Present

Akzeizer Design Group (Alexandria, VA)

- Develop and implement a comprehensive and cohesive cross-channel paid/organic social media strategy across major platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok)
- Write, design, and produce creative content across multiple social channels by working collaboratively with communications colleagues and social media influencers.
- Carefully listen to target audiences, capturing scroll-stopping creative, distributing (and re-distributing) engaging content.
- Manage a social media budget and analytics reporting including recommending paid tactics to increase ROI
- Develop and capture quantitative metrics and insights to showcase success, divestment, and opportunity for growth via actionable insights.
- Monitor, listen, and respond on social media channels and share feedback to drive engagement.
- Design and build dynamic e-mail marketing campaigns, and track results
- Design print and digital ads while building strong relationships with media outlets and publications
- Write project briefs, lead project kick-off meetings and participate in creative concept development
- Monitor and report overall campaign performance to help identify if course corrections should be made and ensure client goals are achieved

DIGITAL MEDIA SPECIALIST

Oct 2019—April 2020

Threshold Media (Loudoun County, VA)

- Created and managed monthly digital strategy and associated content across multiple platforms (social media, websites, blogs, e-mail marketing, search engines, ads, print material) while coordinating client approvals for digital content
- Provided meaningful monthly/quarterly reporting on key metrics as well as actionable, qualitative insights and recommendations for all search and social marketing programs
- Secured more organic traffic, increased conversations and higher rankings through active monitoring and recommendations

SOCIAL MEDIA MARKETING MANAGER

Feb 2019—Sept 2019

Ecendant Interactive (Dulles, VA)

- Responsibilities as a social media coordinator have been expanded to include:
- Conceptual branding including logo design, typography and image curation.
- Website Design & wireframes using Invision Studio and Sketch App.
- Search Engine Optimization, Search Engine Marketing and keyword research
- Growing working knowledge of Google Analytics and HTML5.

SOCIAL MEDIA COORDINATOR

July 2017—Jan 2019

Ecendant Interactive (Dulles, VA)

- Wrote on-brand copy content to engage audiences and drive conversation
- Created in-depth content calendars by researching engagement trends
- Developed strategies that align with long-term marketing efforts and goals
- Produced all quarterly social media reports and provide recommendations
- Assisted in creating new client pitch presentations and assembling RFP's

VIRGINIA REALTOR®

Feb 2017—Feb 2019

At Home Real Estate (Alexandria, VA)

- Guiding and assisting renters, homebuyers, and homeowners on their journey home
- Design and developed all creative marketing material from print to digital
- Manage social media business pages while monitoring budgeted ad campaigns

CREATIVE MARKETING EXECUTIVE & REALTOR®

Sept 2016—Jan 2017

Keller Williams Elite-Peninsula (Newport News, VA)

- Conducted lead generation through print and digital media including social media marketing
- Coordinated and executed property photo shoots, along with video production and editing
- Designed campaign materials such as listing flyers, postcards and newsletters

PROPERTY MANAGER & MARKETING ASSOCIATE

Oct 2015—Sept 2016

Berkeley Realty Property Management (Williamsburg, VA)

- Managed and maintained a portfolio of 60 clients and 105 residential rental properties.
- Oversaw all aspects of the leasing process from facilitating showings to executing leases
- Spearheaded the company's social media and digital marketing efforts

EDUCATION

CHRISTOPHER NEWPORT UNIVERSITY

Sept 2011—May 2015

Bachelor of the Arts Degree in Communications & Media Studies

UNIVERSIDAD VERITAS SAN JOSE

April 2013—June 2013

Cultural Communications Study Abroad Program