

# KAYLA HARTMAN

Senior Director of Marketing

KaylaHartman.com



## PROFESSIONAL HIGHLIGHTS

7+ Years in Travel/Hospitality

10+ Years in Management

12+ Years in Corporate

15+ Years in Marketing

16 Awards in Marketing/Design

## ADVANCED TECHNICAL KNOWLEDGE

Adobe CC Master Suite

Microsoft Office Suite

HTML5/CSS

WordPress

HubSpot

SalesLoft

Salesforce

## EDUCATION

Coastal Carolina University  
Aug 2008 - May 2012

3.8 GPA, BA Graphic Design  
Photography Minor

## CAREER TIMELINE

### Direct Travel

Senior Director of Marketing

July 2021 - Present

Creative Director

Oct 2020 - July 2021

Creative Brand Manager

Oct 2019 - Oct 2020

Digital Marketing Manager

June 2016 - Oct 2019

- Lead the global marketing department made up of nine direct reports, and manage the enterprise-wide marketing strategy, budget, content, design, and digital materials
- Continuously refine the brand style and implement it across all areas of the company including the website, PPC ads, email campaigns, events, social media, and more
- Source and supervise a variety of external vendors including web development, search engine optimization (SEO), video, promotional products, trade show, and event

### Honeywell

Art Director

Dec 2012 - June 2016

- Supervised several design teams and external vendors to produce a variety of global materials, and evolved the brand while always maintaining consistency
- Led the company-wide trade show and conference re-brand, and oversaw the production of all major events internationally

### BOLTgroup Agency

Graphic Designer

July 2012 - Dec 2012

- Worked alongside a talented team to produce graphic and web designs such as digital campaigns, ABM sales kits, packaging, apps, and e-commerce sites
- Evaluated individual project needs by consulting with the client liaison, designed multiple projects at once, and ensured efficient production speed

### Tempo Magazine

Art Director

Nov 2011 - May 2012

- Recruited and directed a staff of designers, photographers and editors to collaborate together in producing Coastal Carolina's Tempo Magazine
- Established a theme, layout and schedule to commence an organized and direct workflow while adhering to a strict time frame, and limited budget

### Daimler Benz

Marketing Specialist

June 2011 - Nov 2011

- Managed the production of landing pages, videos, interactive touch screens, online games, press kits, and many other marketing materials
- Launched multiple events, including the ATP 250 NASCAR Race, that involved a systemized financial plan, sponsorship packages, and a tight deadline

### Coastal Carolina University

Graphic Designer

Dec 2008 - Nov 2011

- Primary graphic designer for all university communications including fundraising materials, direct mailers, event invitations, online advertising, and newsletters