

KAYLA HARTMAN

Vice President of Marketing

KaylaHartman.com

in



PROFESSIONAL HIGHLIGHTS

15+ Years in Marketing

12+ Years in Corporate

10+ Years in Management

7+ Years in Travel

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

Vice President of Marketing
Senior Director of Marketing
Creative Director
Creative Brand Manager
Digital Marketing Manager

Nov 2023 - Present

July 2021 - Nov 2023

Oct 2020 - July 2021

Oct 2019 - Oct 2020

June 2016 - Oct 2019

- Head of the North American marketing department (made up of nine direct reports) and managing the company-wide corporate marketing strategy, budget, content, design, and digital materials
- Continuously promoting the brand to gain consumer awareness through marketing channels such as the website, demand generation, email campaigns, PPC ads, events, social media, and more
- Sourcing and supervising a variety of external vendors and contractors for specific needs including web development, search engine optimization (SEO), video, promotional products, trade show, and event management

Honeywell

Art Director

Dec 2012 - June 2016

- Supervised a design team and several 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 designer for all communications including fundraising materials, direct mailers, event invitations, online advertising, and newsletters