

# KAYLA HARTMAN

Vice President of Marketing

KaylaHartman.com



## PROFESSIONAL HIGHLIGHTS

16+ Years in Marketing

13+ Years in Corporate

11+ Years in Management

8+ 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 global marketing department, overseeing the company's marketing strategy, budget, content, design, and digital materials
- Consistently promoting the brand to increase consumer awareness through various marketing channels, including the website, demand generation, email campaigns, PPC ads, events, social media, and more
- Sourcing and managing external vendors and contractors for specific needs, such as web development, search engine optimization (SEO), video production, promotional products, trade shows, and event management

### Honeywell

Art Director  
Graphic Designer

Aug 2014 - June 2016  
Dec 2012 - Aug 2014

- Supervised a design team and several external vendors to produce a variety of global materials, while continuously evolving the brand style
- 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

- Collaborated with a talented team to produce graphic and web designs, including digital campaigns, ABM sales kits, packaging, apps, and e-commerce sites
- Evaluated specific needs by consulting with the client liaison, designed multiple projects simultaneously, and ensured efficient production timelines

### Tempo Magazine

Art Director

Nov 2011 - May 2012

- Recruited and managed a team of designers, photographers and editors to work together in producing Coastal Carolina's *Tempo Magazine*
- Developed a theme, layout and schedule to ensure an organized workflow while adhering to a strict timeframe and limited budget

### Daimler Benz

Marketing Specialist

June 2011 - Nov 2011

- Managed the production of landing pages, videos, interactive touchscreens, online games, and press kits in preparation for product launches
- Launched multiple events, including the ATP 250 NASCAR Race, which involved a detailed financial plan, and sponsorship packages

### 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