

Kyia Evans

Experience

BODYBAR Pilates - Orlando SoDo

May 2024 - Present

Studio Manager

- Developed and implemented SOPs and workflow systems for Sales Associates, streamlining operations and improving CRM execution efficiency.
- Led strategic marketing initiatives that drove a 12% revenue increase through targeted promotions and partnerships.
- Executed social media campaigns and community collaborations that boosted member engagement and generated a 20% increase in new client referrals.
- Analyzed campaign and member engagement data to refine strategies, resulting in 15% improvement in retention and optimized promotional performance.
- Developed training for team members on sales execution and client engagement, aligning efforts with business objectives.

Simply Serene

February 2021 - Present

Freelance Social Media Manager

- Designed and executed paid and organic social campaigns that increased online engagement by 60%.
- Utilized data-driven targeting strategies to optimize ad spend and improve campaign ROI.
- Created and managed monthly content calendars, aligning with client objectives and brand voice to drive visibility (+18%).

Red Lobster

January 2023 - February 2024

Social Media Representative

- Edited and distributed internal newsletter delivering data-driven insights and industry trends to leadership.
- Managed engagement across social platforms, resulting in a 20% increase in user-generated content.

Contact

[linkedin.com/in/kyiaevans](https://www.linkedin.com/in/kyiaevans)

ukyiaevans@gmail.com

Skills

Hard Skills:

- Digital marketing strategy
- Campaign Data Analysis
 - Influencer Marketing
 - SOP Development

Techniques:

- Cross channel campaign planning
- Client relationship management
- Workflow optimization •

Tools and Frameworks:

- Sprinklr
- Uberall
- Xplor
- Workfront
- Asana
- Canva

Education

Bachelor of Arts

Mass Communications
University of South Florida

- Incorporated performance analytics to improve and instruct the operations team on response and non-response strategies based on brand protocol.

Marriott Vacations Worldwide

June 2022 - November 2022

Digital Publications Coordinator

- Coordinated communications for newsletters reaching 200,000+ subscribers, driving a 15% increase in CTR.
- Partnered with creative teams and legal to ensure brand consistency and compliance across campaigns.
- Led publication workflows that improved deployment efficiency by 60%.

White Book Agency

October 2017 - July 2020

Account Coordinator

- Executed influencer campaigns, secured media placements, and grew the agency's influencer network by 40%.
- Managed event marketing budgets (\$20K) and negotiated 20+ sponsorships to enhance brand visibility.
- Created press releases and secured national/local media coverage, strengthening client reputations.

