



CONTACT

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🌐 www.kayleewright.com

EXPERTISE

Ecommerce Operations
Website Management
Merchandising & Content Accuracy
Campaign Coordination
QA & Error Checking
Cross-Functional Project Management
Digital Content Strategy

PERSONAL SKILLS

Exceptional Attention to Detail
Clear & Proactive Communication
Strategic Thinking
Collaborative Mindset
Process-Oriented
Fast Learner with High Initiative

EDUCATION

Bachelor of Science
in Communication
Utah Valley University |
Aug 2020 - Dec 2021

Associate of General
Studies
*Salt Lake Community
College* |
earned before high school
graduation in May 2019

VOLUNTEER WORK

International Language
Programs
Phitsanulok, Thailand
January - March 2020

KAYLEE WRIGHT

Marketing Manager

PERSONAL PROFILE

Detail-oriented marketing and digital operations specialist with experience managing website updates, content accuracy, and end-to-end campaign execution. Skilled in coordinating cross-functional workflows, performing QA, optimizing digital experiences, and supporting product launches in fast-paced environments. Strong balance of creativity, organization, and process-aligned with ecommerce best practices and user-centric thinking.

WORK EXPERIENCE

DIRECTOR OF BUSINESS DEVELOPMENT & MARKETING

Agency Marketing | Oct 2023 - Jan 2025

- Managed day-to-day digital operations including website builds, product content setup, and ongoing site updates across multiple client accounts.
- Built and maintained Shopify and other CMS sites, ensuring accurate product placement, clean navigation, and alignment with brand guidelines.
- Executed content refreshes, landing page updates, and UX improvements based on marketing initiatives and performance insights.
- Collaborated with Creative and Marketing teams to prepare assets, copy, and launch timelines for campaigns and site content.
- Implemented structured workflows to track site changes, manage requests, and maintain visibility across projects.
- Conducted quality assurance checks before launching new pages, features, and campaigns to ensure accuracy and functionality.

MARKETING SPECIALIST

Wright Homes | Jul 2020 - Sep 2023

- Managed full website content lifecycle, including page updates, content refreshes, and ongoing accuracy of product, pricing, and inventory information.
- Oversaw digital marketing campaigns end-to-end, coordinating cross-functional teams and ensuring readiness of assets, copy, and tracking.
- Used analytics to identify issues, performance gaps, and user-behavior trends to support optimization recommendations.
- Executed email, SMS, and display advertising strategies supporting product launches, promotions, and seasonal campaigns.
- Regularly reported performance insights, identifying areas for improvement and collaborating with leadership on adjustments.

AGENT SUPPORT SPECIALIST

Agent Boost Marketing | Jan 2025 - May 2025

- Maintained high-volume operational accuracy by tracking and managing ongoing documentation workflows.
- Coordinated between internal teams and external partners to resolve issues, ensure timely updates, and maintain compliance.
- Strengthened process reliability through detailed documentation and standardized procedures.

REFERENCES

SAWYER NORMAN
CEO | *Agency Marketing*
(801) 691-4946

WHITNEY WRIGHT
Sales Consultant | *Wright Homes*
(801) 301-0675