



# KAYLEE WRIGHT

Marketing Manager

## PERSONAL PROFILE

Detail-oriented marketing and digital operations specialist with experience managing website updates, campaign execution, and cross-functional workflows in fast-paced environments.

## WORK EXPERIENCE

### FREELANCE WEB DEVELOPER

*Jul 2025 - Present*

- Designed and developed custom websites for small business clients, managing projects end-to-end from strategy and design through launch and ongoing updates
- Translated brand goals into user-friendly digital experiences while coordinating timelines, feedback, and delivery to ensure high-quality results.

### STYLE ADVISOR

*Aritzia | Oct 2025 - Present*

- Delivered personalized styling experiences and world-class service, building strong client relationships that increased loyalty and repeat business.
- Consistently met and exceeded hourly sales metrics by leveraging product knowledge, trend awareness, and confident client recommendations.
- Created memorable in-store experiences through thoughtful client engagement, team collaboration, and a commitment to Aritzia's elevated service standards.

### MARKETING SPECIALIST

*Wright Homes | Jul 2020 - Sep 2023*

- Led end-to-end marketing strategy and execution across digital, social, advertising, and brand initiatives.
- Drove audience growth and engagement, increasing Instagram engagement by 103% and expanding reach by nearly 40% in five months.
- Planned and optimized paid digital campaigns to generate leads and support revenue growth.
- Produced multi-channel marketing assets and campaigns—including email, SMS, video, events, and web content—while reporting performance insights to leadership.

### DIRECTOR OF BUSINESS DEVELOPMENT & MARKETING

*Agency Marketing | Oct 2023 - Jan 2025*

- Led day-to-day digital operations and project execution, managing updates, launches, and ongoing improvements across multiple initiatives.
- Coordinated cross-functional teams to align assets, timelines, and deliverables for campaigns, site updates, and product launches.
- Streamlined workflows and request tracking to improve visibility, efficiency, and on-time project completion.
- Conducted quality assurance and final reviews to ensure accuracy, consistency, and smooth rollout of digital projects.

## CONTACT

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- ✉ [kayjodub@gmail.com](mailto:kayjodub@gmail.com)
- 🌐 [www.kayleejwright.com](http://www.kayleejwright.com)

## EXPERTISE

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

## 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*

## REFERENCES

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

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