

Kayla L. Kowal

kayla.l.kowal@gmail.com | (203) 415-5373 | www.linkedin.com/in/kayla-kowal

PROFESSIONAL EXPERIENCE

ParsonsKellogg, East Providence, RI

January 2024-Present

Marketing Intern

- Assisted in the creation of product catalogs with website backlinks, while continuing to maintain the company image
- Created and monitored social media content across Instagram, Twitter, LinkedIn and Pinterest

Unity Park, Bristol, RI

April 2023-Present

Marketing Director

- Created and managed various social media platforms via Meta Business Suite
- Assisted in creating a website from scratch
- Organized meetings with over 20 vendors for collective event planning and coordination

Flux Marine, Bristol, RI

April 2023 - July 2023

Social Media Intern

- Created and managed various social media platforms, including Instagram and Facebook
- Organized the creation of organic content
- Scheduled multiple media days; organized transportation, props, and people

Chikmedia, Remote, MA

February 2023 - May 2023

Intern/Blog Writer

- Responsible for interviewing business owners for prospective blog features
- Created blog posts relevant to the clientele. Increased brand visibility

East Bay Sailing Foundation, Bristol, RI

September 2021 - October 2023

Assistant Program Director, Head Coach

- Helped manage various social media platforms, including Instagram and Facebook
- Promoted company events to display the company brand effectively
- Developed graphics for flyers and posts using Photoshop and Canva in a timely manner
- Assisted in hiring decisions and programming efforts
- Assisted in managing a staff of 25

EDUCATION

Roger Williams University

Gabelli School of Business (AACSB Accredited), *Bristol, RI*

Bachelor of Science in Marketing (expected spring 2024), Psychology Minor

ACADEMIC EXPERIENCE

National Student Advertising Competition, Roger Williams University

September 2022 – December 2023

- Conducted both quantitative and qualitative research to support advertising and marketing decisions
- Developed a strategic brief for a client
- Utilized research results to develop consumer and creative insights and then translated those insights into positioning and other strategic elements to support strategic campaign decisions

Skills

Microsoft Suite, Adobe Creative Cloud, Canva, Meta Suite, Google Analytics