

KAYLA SPENCER

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PROFESSIONAL EXPERIENCE

Edelman Washington, D.C.

Editorial Strategist, September 2019 – present

- Work with brands across industries to discover and develop engaging story angles, connecting their business priorities with timely cultural trends and audience research
- Write and edit op-eds, blogs, whitepaper reports, website and social media copy, and more
- Utilize insights from internal teams including analytics, paid media, SEO and more to bring our best writing to clients
- Lead the office's Green Team to write newsletters, organize sustainability initiatives and volunteering opportunities and guide corporate social responsibility work for clients

Account Executive of Performance Marketing, April 2017 – September 2019

- Managed advertising campaigns for clients through social, search, display, radio, video and print media
- Conducted in-depth SEO audits and provided recommendations for content and back-end optimizations
- Translated data into actionable insights and recommendations for clients
- Promoted from Assistant Account Executive

Digital Content Intern, September 2016 – March 2017

- Wrote social media copy, blogs, and newsletters for healthcare clients, including content in Spanish for a bilingual account
- Ideated and executed image and video concepts for social media

G Strategies, LLC. Milwaukee, WI

Junior Research Fellow, August 2015 – August 2016

- Conducted research and wrote memos and briefs for a major city mayor, congressman and nonprofit organizations
- Trained, supervised, organized schedules and assisted interns in projects
- Executed call programs for fundraising and event planning

FOCUS Training Milwaukee, WI

Social Media & Marketing Intern, May 2014 – January 2015

- Wrote and edited website content, newsletters and company pamphlets
- Led the development of company literature through research, writing and editing

Marquette Wire Milwaukee, WI

Copy Editor, August 2015 – May 2016

- Supported seven different desks in editing stories for the Marquette Tribune weekly and Marquette Journal monthly

SKILLS

- Research, writing, and editing
- AP, Chicago, AMA and MLA styles
- WordPress and Medium
- Facebook, Instagram, Twitter, LinkedIn and Google self-serve advertising platforms
- SEO and SEM
- Microsoft suite
- Budgeting and planning
- Google Analytics, Trends and Keyword Planner
- Audience analysis tools GfK MRI, Quorum and Crimson Hexagon

EDUCATION

Marquette University May 2016, magna cum laude

Bachelor of Arts in Writing-Intensive English; Spanish | Concentration in Journalism

Involvement: Marquette Cross-Country and Track & Field student-athlete and captain, Marquette en Madrid study abroad program, Al McGuire Center tutor, Hispanic Chamber of Commerce of Wisconsin volunteer tutor, Milwaukee Christian Center volunteer tutor

Honors: Phi Beta Kappa Liberal Arts Honors Society, Alpha Sigma Nu Jesuit Honor Society, Sigma Tau Delta English Honors Society, Sigma Delta Pi Spanish Honors Society, Chi Alpha Sigma Scholar-Athlete Society, Dean's List