

Kaysi Radek

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Passionate | Strategist | Focused | Achiever | Creative

EDUCATION

University of Nebraska - Lincoln (UNL), Lincoln, NE

Bachelor of Journalism, May 2022

Major: Advertising and Public Relations; GPA: 3.78/4.00

EXPERIENCE

Bailey Lauerman, Omaha, NE

Public Relations and Social Media Coordinator: March 2022 - Present

- Managed paid media and social campaigns primarily on Facebook and LinkedIn platforms with 30K+ budgets and successfully increased overall engagement on platform by 148%.
- Secured pitch placements in publications such as; CNET, Crain's New York, Yahoo! Finance and Reuters.
- Produced comprehensive monthly and quarterly reports containing both qualitative and quantitative marketing performance data for diverse clients.
- Successfully created strategic planning for various marketing campaigns for Flagstar Bank, Bosch Wipers, Bosch, PepperJax Grill and Cargill.

Hurrdat Media, Omaha, NE

Social Media and Marketing Intern: September 2021 - March 2022

- Strategically crafted digital social media content for podcast creators and various clients, contributing to a 132% growth in overall account pree.
- Partnered in optimization of social media accounts while tracking analytics with SEO, ROI, and overall growth rate.
- Generated paid advertisement content that reached audiences of over 30K and increased engagement on social media accounts by 106%.
- Managed social media accounts and directed marketing campaigns for Bryan Health Nebraska and Pinnacle Bank franchises across multiple states including; Arizona, Wyoming, Texas, Nebraska, and Colorado.

Celtic Chicago, Chicago, IL

Marketing and Advertising Intern: May 2021 - August 2021

- Partnered with clients such as; Ardent Mills, Avery Dennison, Flexco, Tyson, and AvoDerm.
- Coordinated communication with clients, stakeholders, and others, as appropriate.
- Identified and developed new channels to optimize ROI and SEO based on monthly social media reports.
- Developed integrated marketing strategies across paid, owned and earned channels for numerous agency accounts while working directly with client leadership.
- Crafted new content (video/photo/copy) on a weekly basis for a multitude of clients and platforms (Facebook, Instagram, Twitter, LinkedIn).

AWARDS/ACHIEVEMENTS/ORGANIZATIONS

National Student Advertising Competition (NSAC)

- Selected as one of only twelve students from the University of Nebraska - Lincoln to participate in the premier student advertising/marketing competition in the country, developing a marketing plan for Meta's Oculus.

SKILLS

Paid Media Campaigns, SEO, ROI, LinkedIn Ads, Press Releases, Writing, Leadership, Communication

