

KAITLYN DUDLEY

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Lakeland, FL 33801

LANGUAGE

English

Fluent

PROFESSIONAL SUMMARY

I'm a strategic marketing professional who genuinely loves storytelling and finding creative ways to connect with people. I thrive on analyzing market trends and using those insights to craft content that's not just engaging but also meaningful. With experience in B2B marketing, I've built strong, lasting relationships with clients by understanding their needs and delivering strategies that truly work. For me, it's all about combining creativity and data to drive results while helping businesses grow!

SKILLS

- Marketing & Lead Generation
- Event Planning
- CRM & Customer Relationship Management
- Graphic Design (Photoshop, Canva)
- Team Leadership
- Social Media Marketing
- Data Analysis & Reporting
- Microsoft Excel

EXPERIENCE

Operations Manager, StretchLab, Jan 2024 - Current, Lakeland, FL

- **Operations Management:** Directed daily studio operations, including employee scheduling, lead management, and day-day operations. Consistently met and exceeded monthly revenue goals using platforms like ClubReady, Kizmet, and Meta.
- **Marketing & Analytics:** Tracked reports to identify trends and implemented lead engagement strategies using Kizmet and Meta tools. Used data to make informed decisions on lead types and marketing approaches.
- **Grassroots Networking:** Built relationships with local businesses and community leaders, increasing brand visibility and creating opportunities for mutual growth through grassroots marketing efforts.
- **Event Planning:** Organized in-studio and external events to boost community engagement, participation, and revenue. Partnered with local businesses to create collaborative events.
- **Team Management:** Held team meetings to set goals, review performance, and provide actionable feedback. Delivered training sessions to improve team skills and ensure high service standards.
- **Customer Experience & Retention:** Maintained high client satisfaction by providing excellent service, clear communication, and smooth membership processes. Enhanced retention through personalized experiences and efficient sales strategies.

- Strategic Growth: Developed and sent outreach campaigns, created advertising flyers, and introduced staff incentive programs, contributing to steady monthly revenue growth of \$30,000-\$35,000.

Front Desk sales and marketing associate, StretchLab, Aug 2022 - Jan 2024, Lakeland, FL

- Efficiently managed front desk operations, ensuring smooth client interactions, bookings, and inquiries.
- Performed Outgoing Warm Calls to build up studio schedule and inquire with new leads and prospects.
- Developed engaging social media content, maintaining a consistent posting schedule across platforms like Facebook, Instagram, and Google. Monitored analytics to refine strategies and boost visibility.
- Created and managed text and ad campaigns to expand client reach and promote services and sales effectively.
- Established strong client relationships, actively addressing their needs and guiding them through service offerings.
- Maintained a clean and organized studio environment, ensuring a welcoming space for clients.

Bra fit expert/ sales associate, Victoria's Secret, Jan 2021 - Jan 2023, Lakeland, FL

- Achieved sales goals through in-depth product knowledge and tailored recommendations that met customer needs.
- Managed inventory, ensured product availability, and processed shipments promptly.
- Executed floor sets and adjusted store layouts to highlight new products and promotions.
- Operated cash registers accurately, processing payments and handling returns while adhering to company policies.
- Delivered exceptional customer service, fostering repeat business and driving sales.
- Collaborated with management to plan and achieve bi-hourly sales goals, contributing to team success.
- Maintained store cleanliness and adhered to loss prevention protocols, enhancing the shopping experience.

EDUCATION

High school diploma

Lakeland High School, Lakeland, FL, May 2020

ASSESSMENTS

- Computer Proficiencies:
- Adobe Photoshop

- Microsoft Word
- PowerPoint
- Excel
- Final Cut Pro
- CapCut
- ClubReady Team System
- Canva

ADDITIONAL INFORMATION - COMPUTER PROFICIENCIES

- Adobe Photoshop
- Microsoft Word
- PowerPoint
- Excel
- Final Cut Pro
- CapCut
- ClubReady Team system