

KATHLEEN B. VOYLES

phone: 423.243.4903 email: kbvoyles@gmail.com website: kathleenvoyles.com

EDUCATION

BACHELOR OF ARTS, EMERGING MEDIA & COMMUNICATIONS

The University of Texas at Dallas | Class of 2019

EXPERIENCE

BRAND & ADVERTISING MARKETING COORDINATOR

American Airlines | Fort Worth, TX | April 2022 - Current

- Developing creative concepts in support of brand campaigns across wide variety of placements, incorporating legal & stakeholder feedback while maintaining brand tone & identity throughout
- Managing the brand influencer program and leading strategic content planning based on business priorities, including support of company's loyalty program enrollment and engagement efforts
- Leading the coordination of shoot productions including budgets, timelines and casting to capture photo & video of company's products and people for promotional and internal brand campaigns

DIGITAL MARKETING MANAGER

Atwell Design | Dallas, TX | Aug. 2019 - April 2022

- Oversaw the day-to-day execution and management of B2B and B2C digital marketing campaigns, engaging key players including agency's strategy, design and social teams and freelance partners
- Revitalized agency's analytics reporting processes to better track and report on KPIs and performance goals, helping agency deliver on overall campaign objectives
- Managed & optimized combined annual digital advertising budget of over \$300K across Meta & Google to deliver on various campaign KPIs

DIGITAL MARKETING COORDINATOR

Atwell Design | Dallas, TX | Feb. 2019 - Aug. 2019

- Created engaging content to target both existing customers and attract new business on wide array of digital platforms, including blogs, email, Facebook, Instagram, LinkedIn & YouTube

MARKETING & COMMUNICATIONS INTERN

KERA & KXT | Dallas, TX | Aug. 2018 - Dec. 2018

- Contributed engaging, creative content for the brand's digital campaigns across social media channels, websites, email & print newsletters, including promotion of annual Local Music Month event

CORPORATE COMMUNICATIONS INTERN

Southwest Airlines | Dallas, TX | Sept. 2017 - Dec. 2017

- Owned, executed & supported strategic communication plans in support of the company's overall brand, culture & corporate reputation goals
- Developed engaging content for internal & external company blog, digital signage & print magazine in accordance with departmental style guidelines

SOCIAL MEDIA AMBASSADOR + LEASING PROFESSIONAL

Gables Residential | Dallas, TX | April 2015 - Sept. 2017

- Selected among peers as social media ambassador to contribute content for community's social channels, promoting property's unique products and services
- Oversaw property's day-to-day occupancy, minimizing community vacancy exposure while maximizing closing ratios