

KATHLEEN B. VOYLES

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EDUCATION BACHELOR OF ARTS, EMERGING MEDIA & COMMUNICATIONS

The University of Texas at Dallas | Class of 2019

EXPERIENCE ASSOCIATE COBRAND ACQUISITION PROGRAM MANAGER

Southwest Airlines | Dallas, TX | June 2024 - Current

- Leading CoBrand acquisition initiatives specifically focused on day-of-travel strategies, channel launches & program optimizations to acquire new credit cardmembers and increase company revenue.
- Grew new account acquisitions in one channel by over 500% from previous year by leading the implementation of company's first inflight credit card announcement program.
- Monitoring & reporting on campaign & channel KPIs, providing data-driven insights & performance updates to senior leadership.

BRAND & ADVERTISING MARKETING COORDINATOR

American Airlines | Fort Worth, TX | April 2022 - June 2024

- Led the development of creative concepts & copy in support of brand campaigns, aligning strategic initiatives with business goals, legal requirements & brand guidelines.
- Co-led & managed the brand influencer program, including development of content strategy based on business priorities as well as creator identification & contracting.

DIGITAL MARKETING MANAGER

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

- Worked in conjunction with agency's Digital Strategist & Creative Director leading the direction of marketing campaigns for 10+ clients.
- Oversaw the day-to-day execution of B2B and B2C digital marketing campaigns, engaging key players including agency's strategy, design & social teams, as well as freelance partners.
- Reported on monthly campaign KPIs & made strategic recommendations based on findings.
- Managed a combined annual digital advertising budget of over \$500K across Meta & Google.

DIGITAL MARKETING COORDINATOR

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

- Created original content to engage existing customers & attract new business which appeared across a wide array of digital platforms, including blogs, email, Meta, LinkedIn & YouTube.

MARKETING & COMMUNICATIONS INTERN

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

- Contributed engaging content for the brand's campaigns across social media channels, websites, email & print newsletters, including promotions for monthly events and pledge drives.

CORPORATE COMMUNICATIONS INTERN

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

- Owned, executed & supported strategic communication plans related to the company's overall brand, culture & corporate reputation.

SOCIAL MEDIA AMBASSADOR + LEASING PROFESSIONAL

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

- Managed community's social channels, including the creation & sharing of organic content.