

KAYLA TRACY

Multifaceted Marketing Manager specializing in content creation, brand storytelling, and cross-functional campaign execution.

(216) 789-4314

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Chicago, IL



EDUCATION

Bachelor of Science in Advertising | May 2020
Kent State University | Kent, OH | 3.6 GPA



SIGNIFICANT SKILLS

Adobe Creative Cloud, Canva, SEO, Google Ads, MailChimp, Constant Contact, Wix



PROFESSIONAL EXPERIENCE

ARCO/Murray National Construction | Chicago, IL

Associate Marketing Manager

December 2023 - PRESENT

- Developed and managed multi-channel marketing content including case studies, video scripts, social media copy, blog posts, and newsletters, elevating brand storytelling and audience engagement.
- Led the creation and execution of ARCO's annual Charity Impact Report, a long-form branded piece highlighting community impact, philanthropy, and internal culture through copywriting, design coordination, and cross-departmental collaboration.
- Maintained brand voice and visual consistency across internal and external content for BlueFox Furniture, including sales playbooks, webinar decks, landing pages, and presentation templates.
- Collaborated with videographers and clients to produce client-focused videos, managing everything from interview prep and storytelling strategy to delivery and campaign rollout.
- Contributed to campaign performance tracking by coordinating post-event surveys, monitoring engagement data across email and social media, and reporting actionable insights.
- Coordinated approvals and timelines with internal teams to ensure timely content execution across platforms.

Marketing Coordinator

July 2022 - December 2023

- Developed and managed content strategy for social media channels, with an emphasis on Instagram, to enhance brand perception and support talent acquisition through culture-driven storytelling.
- Monitored campaign performance, gathered feedback, and adjusted messaging and creative in real time to ensure strong brand alignment and audience resonance.
- Collaborated cross-functionally with internal teams and external partners to plan and execute omnichannel marketing campaigns, ensuring brand consistency across digital, social, print, and event activations.

The Finch Group | Cleveland, OH

Marketing Coordinator

June 2021 - July 2022

- Led end-to-end marketing strategy for a diverse portfolio of seven residential properties, a co-working space, and an event venue, driving tenant engagement and occupancy.
- Conceptualized and executed community-focused events, ranging from sushi nights to BBQs, to foster resident connection and boost overall satisfaction.
- Managed all resident-facing email communications, including monthly newsletters, COVID-19 updates, and appreciation events, ensuring clear, timely, and brand-aligned messaging.
- Designed promotional collateral and digital ad campaigns using Photoshop and Canva, increasing property visibility and resident participation in on-site events.

Element Design Build Remodel | Hudson, OH

Marketing Associate

May 2020 - June 2021

- Led the rebranding of social media channels, aligning visual identity and messaging across platforms to strengthen brand presence and audience engagement.
- Designed compelling print advertisements using Photoshop and InDesign, tailored for high-visibility placement in local publications and community events.