

KAYLA KING

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EDUCATION

Bachelor of Arts Degree in Applied Marketing and Advertising / Minor: Sports and Entertainment Management
Grand Canyon University, Phoenix, AZ Dec. 2023

AWARDS AND CERTIFICATIONS

Google Analytics Certification, Google Digital Marketing Certification, NAIA First Place Digital Media Production Contest, LinkedIn Content Marketing Foundations Certified, LinkedIn Social Media Marketing Foundations Certified.

MY SKILLS

Social media strategy, content creation, video production, and digital advertising, including creating and optimizing Meta and multi-platform ad campaigns with tools like Salesforce and Google Analytics. Proficient in graphic design, project management, and social media scheduling platforms, with a proven ability to drive engagement, maximize ROI, and deliver data-driven results.

WORK EXPERIENCE

Content & Social Media Specialist

Feb. 2025-Present

Rithum, Remote

- Develop and execute content strategies to drive brand awareness and lead generation
- Create and edit high-quality marketing content, including blogs, emails, newsletters, and product assets.
- Adapt technical content into engaging customer-focused eateries (case studies, sales collateral)
- Manage and optimize social media channels. Creating posts, monitoring interactions, and tracking performance.
- Analyze content and social media metrics, conduct A/B testing, and optimize publishing schedules.

Marketing Specialist

Oct. 2024-Feb. 2025

UMortgage, Phoenix, AZ

- Plan, manage, film, and publish content to YouTube, Facebook, Instagram, LinkedIn, TikTok.
- Support video production, content strategy, and content creation efforts for the Military Lending Division.
- Manage and coordinate event logistics, vendor partnerships, and promotions for branch events.
- Develop and manage the marketing calendar for community and Veteran-focused events.
- Working with Salesforce, Jira, Power BI, and Later to review data trends and marketing objectives.

Social Media Manager

Sep. 2022-Present

Jeramie McPeck Communications, Phoenix, AZ

- Create social media/marketing content for clients including the AZ Super Bowl Host Committee, Cactus League, Fiesta Bowl, NFL, PlayStation Fiesta Bowl, NBA, and WNBA.
- Assist in digital marketing work for various social channels, contributing to overall strategy and content creation.

Creative Content Coordinator

Sep. 2023-Oct. 2024

GCU Athletics, Grand Canyon University, Phoenix, AZ

- Oversee paid advertisements through Meta Ads Manager, utilizing analytics for performance optimization.
- Project manager for creative team workflow through: Wrike, Asana, Airtable, and Teams.
- Manage social media for athletics across multiple platforms, implementing successful content strategies.
- Develop engaging graphics for athletics social media platforms, advising on comprehensive social media strategy.
- Social media manager for athletics social media ([@gcu_lopes](#)) for TW, IG, FB, TT. (10k+ followers increase on Instagram, 5.5k+ followers increase on TikTok).
- Use analytical data to present successes and inform future strategy through Hootsuite and native platforms.

Social Media Intern Arizona Cardinals

Jul. 2023-Jan 2024

Arizona Cardinals, Tempe, AZ

- Help capturing content during practice sessions, providing game-day coverage, and managing the @AZCardinals presence on all social platforms. Utilize social media tools such as hookit and emplifi to track organic metrics and create analytics reports. Attend, cover, and facilitate day-to-day publishing across Cardinals ancillary accounts @AZCardsCheer, @AZCardsInTheCommunity, and @AZCardsYouthFB.
- Monitor UGC and lead on community management of all accounts under the Cardinals umbrella.

Marketing Intern Arizona Diamondbacks

Feb. 2023-Jul 2023

Arizona Diamondbacks, Phoenix, AZ

- Completing recaps of corporate partner inclusion in advertising, helping with digital advertising and push notifications. Tracking website updates for dbacks.com and various email newsletters, helping with digital advertising, and assisting with website updates.

Director of Sports Digital Media Team

Nov. 2020-Aug. 2022

VU Athletics, Vanguard University, Costa Mesa, CA

- Lead Vanguard's Media Team: facilitating social media ([@vulions](#)), and graphic design.
- Organize and facilitate weekly meetings to discuss content calendar actions, and keep up to date on all sports at Vanguard University. Created and publish 90% of graphics and designs for Vanguard Athletics.

Athletics Marketing Intern

Aug. 2016-May 2020

Oak Ridge High School, El Dorado Hills, CA

- Created the sports website for Trojan Pride Sports Marketing Club ([ortpsm.com](#)) & ([trojanpride.com](#))
- Was point of contact for marketing needs on all sports teams at Oak Ridge High School
- Directed social media, graphics, creative direction, events, and photography ([@trojanpride80](#)).