

KALYN ANNE JONES

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EXPERTISE & EXPERIENCE

- Website: Management, design, optimization, drive growth, grow traffic, user experience, front end development and coding, and maintenance
- SEO Management
- ROI Management
- Social Media Management
- Paid advertising
- Email Marketing and Email Automation
- Giveaways & Sweepstakes
- Remarketing
- Design
- Team Management (2-6 direct reports)
- Budget Management
- Photoshoots
- Video Production
- Marketing Calendar and Execution
- Event planning and Execution
- Amazon Vendor Central Management
- Brand Ambassador Management

GSI Outdoors: E-commerce and Digital Marketing Manager- Remote

11/2015 – Present

Recently launched gsioutdoors.com. Responsible for all company digital marketing communications and growth of Amazon and three B2C websites, and web development. Leader of product launches, photoshoots, video, email, content, web data, web design, sales, SEO, site traffic, and converting traffic. Owner of Digital Brand and Marketing Strategy, website, campaign and tactical efforts for all digital marketing efforts. Work with customer service, sales, and product design team. Manage web development, social media, brand ambassadors, and video production team.

Zola: Two Positions

09/2012– Present

- I. Marketing Consultant- Remote 2015 – 2019:** Designed and created website, print design, and run digital marketing campaigns to increase awareness and presence.
- II. Director of Marketing and Digital Advertising- Remote 2012– 2015:** Responsible for all facets and components of marketing, website, creative, brand presence and implementations. Designed and formulated successful booking system, design and direct marketing strategies; plan, promote and execute events; menu design, branded company apparel, print ads, and community involvement.

Banners 4 Dealers: Co-Founder

10/2011- 10/2015

A startup to help bridge the gap between national and local level advertising for automotive dealers. Spearheaded development and growth of the company. Managed and helped conceptualize, create, and deliver products and development and creation of website.

E2 Media: Two Positions

05/2008 – 06/2010

- I. Freelance Event Consultant 2008 – 2010:** Executed corporate grassroots events.
- II. Marketing Intern 2008:** Managed and coordinated advertising spends and buys on multiple media platforms. Planned, coordinated, and executed corporate grassroots events.

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Inland Northwest Ski Association Social Marketing Intern: 2008-2009

Ski The Northwest Rockies is a non-profit association supporting multiple ski mountains in the Northwest stretching over three states. In 2005 the association supported nine mountains with media coverage.

- Managed and composed social media posts.
- Developed social marketing campaigns.
- Monitored and measured account growth.

Banners 4 Less - Co-Founder and Designer: 2003 – 2005

A company created from the ground up. Banners 4 Less designed and printed banners for local schools, dealerships, and t-shirts for local non-profits. First introduction to the ins and outs of business, structure, and marketing.

EDUCATION

Bachelor of Arts in Communication, Washington State University
Edward R. Murrow College of Communications

SKILLS

- Web Platforms: Magento, Shopify, Wordpress
- Adobe Creative Suite: Photoshop, Illustrator, Muse, InDesign, and Lightroom
- Microsoft Office: Word, Excel, and Powerpoint
- Amazon: Vendor Central Seller Central, Amazon Advertising
- Email Programs: Klaviyo, MailChimp, MailJet
- Inventory Systems and Warehouse management systems: Pointforce
- Eventbrite