


# KAYLA DAURIO

Creative Professional with a Focus on Style and Marketing

## CONTACT

✉ [daurio@gmail.com](mailto:daurio@gmail.com)

 <https://linkedin.com/in/kdaurio>

## PORTFOLIO

🔗 <https://kaylairisart.com>

## SKILLS

- Canva
- Procreate
- Adobe Suite
- Color Theory
- Product Styling
- Microsoft Office
- Public Speaking
- Trend Forecasting
- Creative Direction
- Brand Development
- Project Management
- Fashion Photography
- Advertisement Development

## EDUCATION

### Savannah College of Art and Design

Savannah, GA

Graduated Cum Laude, 2022

### Bachelor of Fine Arts

Major: Fashion Marketing and Management

Minor: Business Management/Entrepreneurship

### Inside LVMH Certificate | December 2021

Key fundamentals of luxury, and its challenges

## KEY COURSEWORK

- Retail Buying
- Future of Shopping
- Visual Merchandising
- Business Management
- Trends and Forecasting
- Customer Empowerment
- Fashion Aesthetics and Style
- Global Sourcing and Import Buying
- Private Label Product Development
- Merchandising, Planning and Control

## PROFESSIONAL SUMMARY

Proven skills in digital marketing, and graphic design. Well-versed in styling, visual merchandising, and collaborative project management. Aiming to leverage a strong blend of creative expertise and strategic acumen to drive impactful marketing initiatives and contribute to brand development.

## EXPERIENCE

### MARKETING SPECIALIST GRAPHIC DESIGNER

Bequest Asset Management | Sarasota, FL | April 2024 - Current

- Designs impactful visuals for flyers, ads, social media, and CEO presentations at conferences and events while coordinating logistics and bookings for these engagements.
- Organizes team meetings to align marketing and sales efforts and managed website updates to enhance user experience and engagement.
- Analyzes social media, website, and sales metrics, providing insights and strategies to optimize performance and boost investor engagement.

### DIGITAL MARKETING DESIGNER (FREELANCE)

James Goodman & Associates | Remote | March 2021 - Current

- Crafts engaging email campaigns, compelling advertisements, and strategic social media content that align with diverse brand guidelines to ensure impactful and consistent messaging. Effectively converts audiences into loyal subscribers, enhances user engagement, and boosts online visibility.
- Maintains up-to-date and user-friendly website content, contributing to a seamless, visually appealing, and impactful digital presence.

### GRAPHIC DESIGNER

Bealls Inc. | Bradenton, FL | August 2022 - March 2024

- Established the creation of customer-focused campaigns across Bealls Inc. brands and channels, strategically aimed at boosting website and store traffic
- Partnered with designers, marketing professionals, and cross-functional teams to research and execute innovative design concepts, ensuring a cohesive and impactful brand message
- Successfully managed multiple projects simultaneously, consistently meeting deadlines while upholding high-quality standards in navigating within a dynamic work environment

### CREATIVE MARKETING INTERN

Bealls Inc. | Bradenton, FL | June 2022 - August 2022

- Contributed to creative projects by immersing in the brand and leveraging insights
- Collaborated with team members to create content for social media grand openings, & creative marketing projects

### STYLIST

David's Bridal | Savannah, GA | December 2019 - May 2022

- Colaborated with brides to find their ideal wedding attire, & coordinating bridal party ensembles
- Guided clients for post-wedding services, fostering repeat business & build brand loyalty
- Assisted with visual merchandising ensuring appealing product displays

### DRESS SPECIALIST

Dream Dresses | Old Bridge, NJ | December 2017 - August 2018

- Offered personalized sales assistance and dressing guidance to customers, ensuring exceptional service