

# KYLA M. COVERT

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## PROGRAMS & SKILLS

**PROGRAMS:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Premiere Pro, Bridge), Corel Paint, Microsoft Office (Word, Excel, Powerpoint, Visio), Prezi presentation software, Hubspot CRM, MailChimp, Basecamp

**SKILLS:** HTML, CSS, social media coordination (multi-platform blogging, facebook, twitter, pinterest, linked in, sprout social, storify, tumblr, animoto), marketing campaign integration and tracking, digital illustration

## WORK EXPERIENCE

### MULTIMEDIA MARKETING COORDINATOR JOHNSON & WALES UNIVERSITY | April 2013-present

Coordinate production of over 600 email campaigns to prospective undergraduate students, including marketing strategy, implementation, A/B testing, reporting and analysis using both the University's CRM and Hubspot. Oversee design production of five to ten large-scale print pieces, coordinating between internal university clients, writers and designers. Design and execute digital newsletters, banner ads and social media assets including profile banners and phone wallpapers. Project-manage large-scale digital marketing efforts with outside vendors such as digital viewbooks to high school and international students. Brainstorm new digital marketing strategies with team and research ways to implement. Continuously strive for improvement of marketing efforts by staying abreast of best-practices and trends in email marketing. Research new platforms for the university to use in communication tracks including snapchat, periscope and real-time email applications.

### FREELANCE ILLUSTRATOR, DESIGNER SELF-EMPLOYED, BLOGGER | January 2008 - present

Work with local and national clients on projects including: branding, illustrations, business cards, greeting cards, blog layouts and email templates. Creator of studio and blog, Kyla Is Inspired, operating under Kyla Covert. The blog curates illustration and design projects, and collaborates with other designers to create unique tutorials and content for readers each month.

### LEAD GRAPHIC DESIGNER LATASIA JEWELRY & LINGERIE | September 2011 - April 2013

Re-created the brand and marketing strategy, beginning with competitive research and culminating in a fresh, empowering brand for the everyday woman. Gave design direction to freelance web developers and videographers and supervised creation of external projects including a website overhaul, photo shoots and videos. Designed all print and web collateral including digital editorial look books, monthly sales flyers, email newsletters and website banners. Worked with team to create social media campaigns to move old product and foster community.

## EDUCATION

JOHNSON & WALES UNIVERSITY | BS, Graphic Design & Digital Media | Providence, RI | May 2010 Summa Cum Laude

## AWARDS & EXHIBITIONS

PVD LADY PROJECT MEMBER, May 2012 - present

Featured member, October 2012

SHOWED: JWU ALUMNI SHOW, December 2016

Personal illustrations

SHOWED: ANCHOR GALLERY, March 2012

'Shut Up & Listen' event posters, pin-up illustrations

SHOWED: LIL' RHODY DOES IT BIG, October 2010

Pin-up illustrations, 'Whimsy' illustration

**PORTFOLIO: KYLACOVERT.COM | REFERENCES AVAILABLE UPON REQUEST**