

# Kaylee Sciacca

## MARKETING COORDINATOR

### CONTACT ME

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**Phone:** (919) 903-1570

**Email:** kayleesciacca@gmail.com

**Portfolio:** kayleesciacca.com

**LinkedIn:** linkedin.com/in/ksciacca

### SKILLSETS & PROFICIENCIES

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- Adobe Creative Suite (emphasis on Lightroom, InDesign, & Premiere Pro) & Canva
- Copywriting/editing for both media & academic publications
- DSLR camerawork (most comfortable with Canon EOS Rebel T5i)
- WordPress/Drupal digital publishing engines
- Qualtrics surveying & data analytic software

### ADDITIONAL EXPERIENCE WITH

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- Major & growing social media platforms for brand engagement & management
- Small- to medium-scale event development & execution geared toward a Gen Z audience
- Project management software including Asana and Trello
- Public speaking on behalf of local/regional organizations
- Documentary-style filmmaking

### CAREER EXPERIENCE

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#### Communications Manager

*University of Virginia School of Law | Feb - March 2022*

- Wrote content to promote UVA Law to a broad audience, including news stories, social media posts, and digital/print marketing.
- Packaged, updated, fact-checked and edited content for distribution.
- Worked with Law School administrators to update and revise website content with a focus on textual and event-driven updates.
- Helped manage assets for various print and digital products; gathered photos and coordinated with Creative Director and related staff on artwork needs.
- Assisted with managing audience lists for email campaigns.

#### UVA Dine Marketing Coordinator

*Aramark | Feb 2020 - Feb 2022*

- Developed strategies to grow business in the residential, QSR, full-service & convenience channels for a \$40 million higher education account
- Managed a team of 10+ student employees, leading them in selling strategy, event promotion, program innovation, & customer service
- Generated marketing collateral related to segment- and/or account-specific campaigns
- Measured results of marketing & customer feedback collection initiatives

#### Co-Editor-in-Chief

*NCCU Campus Echo | Aug 2017 - May 2019*

- Contributed quality print & multimedia content to the Campus Echo, NCCU's official student-run newspaper
- Instructed staff journalists on industry standards to promote consistent improvement in content submitted for approval/copyediting
- Promoted awareness & positioning in order to protect the brand image of the Campus Echo both internally & externally

### ACADEMIC BACKGROUND

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#### North Carolina Central University

*BA Mass Communication (Public Relations)*

*Class of 2019*

- Completed minor in Geographic Information Systems
- Graduated *summa cum laude* (final GPA: 3.95)
- Chancellor's Scholar & Soaring Eagle academic full-ride scholarship recipient