

Kayla Ortega

973-955-8991 | KaylaNOrtega@gmail.com | www.linkedin.com/in/kayla-n-ortega | <https://www.kaylanortega.com/>

Education:

M.A in Communication and Media Studies (May 2024)

- Rutgers University – New Brunswick, NJ

B.A in Communications and Visual Media (May 2019)

- Montclair State University – Montclair, NJ
- Member of Sigma Alpha Lambda National Leadership and Honors Organization
- Member of The National Society of Leadership and Success

Certification:

Fundamentals of Digital Marketing Certification (Google Digital Garage, October 2021)

Experience:

Stellar Role Models Inc. Administrative Coordinator (May 2020 – Present)

- Manage calendars, coordinate appointments and meetings, conference calls for organization's executives using Google Workplace
- Conduct outreach to other businesses and organizations for sponsorship opportunities
- Perform administrative tasks, including creating agendas and keeping detailed accounts for board meetings
- Co-authored non-profit bylaws with board and directors, continuously keep the bylaws up-to-date

Sunglass Hut Sales Lead (November 2022 – Present)

- Monitor sales performance to reach financial goals and execute individual sales plan at over 150%
- Drive sales through exceptional customer service and product knowledge
- Serve as a cashier and handled customer transactions at register
- Maintain floor appearance and organization of merchandise per company guidelines
- Train new associates on employing corporate company values and skills

Stellar Role Models Inc. Social Media Coordinator (March 2018 – May 2020)

- Collaborated with social media team to create posts to attract target audience
- Contributed concepts for social media calendar and posting schedule and monitored sentiment on social content to suggest optimizations
- Launched multiple online promotions and orchestrated giveaways for online audience
- Measured analytics to monitor audience engagement which increased by 153%
- Supported the creation of effective customized marketing campaigns to generate new leads

Aéropostale Sales Lead and Cash Wrap Specialist (September 2017-March 2020)

- Supervised and delegated tasks to sales associates
- Monitored sales performance in order to reach financial goals
- Used POS system to handle customer transactions at register
- Trained new associates on employing corporate company values and skills
- Consistently recognized for highest sales per hour and selling the most units per transaction

Skills:

Spanish (Bilingual), Social Media Management [TikTok, Instagram, X (formerly Twitter), Pinterest], Meltwater Analytics, Cision, Microsoft Office, Google Workplace