

# Kalyn Kvapil

## Marketing & Communications Strategist

Highly driven, detail-oriented and organized brand marketing and communications project and resources manager with 8 years of experience moving marketing communications efforts forward, surpassing goals and performing end-to-end development of integrated campaigns. I'm passionate about bringing a program/project full circle from go-to-market strategy to launch, measurement and the continued improvement process.



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📍 Rockwall, TX, United States

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## SKILLS

Brand Strategy

Digital Marketing

SEO/SEM

Marketing Automation

Email Campaign Development

Social Media

CRM

Analysis & ROI

Website Management

Press & Media Relations

Copywriting

Budget Management

Lead Generation

People & Agency Management

Content & Sales Collateral Production

Events & Trade Shows

Employee Communications

Training

## CAREER EXPERIENCE & ACHIEVEMENTS

### Lead Generation Marketing Manager

#### Multiview

03/2021 - Present

Remote (Irving, TX)

##### Achievements/Tasks

- Generated 500+ Leads through Omnichannel Marketing Campaigns using Gated Content, Webinars, Blogs and Digital Advertising in First 90 Days
- Led Project Management Tool Implementation, Managed Team Adoption and Process Flow Optimization
- Responsible for Association Market Lead Generation Campaign Execution

Contact: Kate Dodd, EVP Marketing

### Marketing Communications Manager

#### Dallas Airmotive

06/2016 - 03/2021

DFW Airport, TX

##### Achievements/Tasks

- Transformed Department from Traditional Marketing Structure to Innovative, Digitally-Focused and KPI-Driven Team
- Doubled Website Traffic with 45% Increase in Inbound Leads as Result of Web Design & Content, SEO/SEM, Social Media, and Paid Ad Campaigns
- Pioneered Email & Demand-Generation Content Strategies after Launching Marketing Automation System, Obtaining 1,000+ SQLs
- Built Digital Sales Content and Collateral Platform, Cutting Print Cost by \$50,000 & Enabling Lead Engagement Tracking
- Boosted Employee Engagement of Complex Executive Communications by Developing Strategic Channel Content for Intranet, Video and Email
- Designed Voice of the Customer Program & Established Brand Representation Consistency Streamlining Customer Experience

Contact: Laura Caggiano, Agency Partner - 919-604-5608

### Brand Specialist

#### Ontic

01/2015 - 07/2016

Remote (CA & UK)

##### Achievements/Tasks

- Managed Corporate Rebranding Campaign to Promote Global Unified Positioning and Support B2B Sales and Business Development Teams
- Coordinated Public Relations Efforts by Writing Press Releases, Managing Interview Process & Pitching Media
- Executed Brand Strategy through Managing Development of Website, Digital and Print Ads, Whitepapers, Presentations and Social Media Content
- Drove Employee Engagement and Communications Effort thru End-to-End Launch of Digital Engagement Platform

Contact: Carrie Cary, Former Director of Marketing - 832-472-2657

## CAREER EXPERIENCE & ACHIEVEMENTS

### Marketing Coordinator

Skyline Sector 5

11/2013 - 01/2015

Arlington, TX

#### Achievements/Tasks

- Ignited Brand Transformation Campaign & Introduced Sister Brand, Opening Up Organization to New Markets
- Streamlined Marketing Processes & Improved Sales Collateral
- Coordinated Public Relations Efforts & Managed Company Sponsorships and Industry Organization Involvement

Contact: Jeff Meisner, Former CEO of Skyline Sector 5 - 817-368-0741

### Marketing Communications Intern

Dallas Airmotive

04/2013 - 11/2013

Grapevine, TX

#### Achievements/Tasks

- Piloted Social Media Strategy and Created Content for Corporate Social Media Channel Launch
- Curated 100+ Content Pieces for Intranet Portal Contributing to Positive Employee Engagement

Contact: Jeff Dronen, Former Communications Mgr. - 817-223-1156

### Culture Services Outreach Intern

Southwest Airlines

09/2012 - 12/2012

Dallas, TX

#### Achievements/Tasks

- Coordinated 1,000+ Responses Regarding Customer Commendations
- Wrote Contributing Content for Southwest Airlines Blog
- Designed Awards for Culture Activities and Appreciation Efforts

### Mavelite Undergraduate Recruiter

UT Arlington

08/2010 - 09/2012

Arlington, TX

#### Achievements/Tasks

- 2012 Tour Guide of the Year
- Served as Campus Ambassador for Daily Visitors and Special Events

## TECHNOLOGY & SYSTEMS

Office 365

Adobe Creative Cloud

Sharepoint

Dynamics CRM

Showpad

Marketo

HubSpot

Monday.com PM

Sitefinity

Zoom

Canva

Social Media Outlets

Google Analytics

Wordpress

Moz

WIX

Drupal

HTML

## EDUCATION

### Bachelor of Arts (BA) in Communications (Double Major - Advertising & Public Relations)

University of Texas at Arlington

08/2009 - 05/2013

Arlington, TX

## ORGANIZATIONS

American Marketing Association (01/2019 - Present)

American Society of Association Executives (04/2021 - Present)

The Eagle's Tale - Canyon High School (08/2006 - 05/2009)

2008-2009 Newspaper Editor-in-Chief, Panhandle Press Association Scholarship Recipient, First Place Excellence in News Writing (TAJE)

Delta Zeta Sorority (01/2010 - Present)

VP of Programs, VP of Education, Outstanding Senior Award, Alumna Advisor