

# Kayla J. Davis

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Portfolio: [www.kaylajdavis.com](http://www.kaylajdavis.com)

## Summary:

Highly driven professional in digital communication, crisis communication, and media studies. Skilled public speaker and digital content writer. Highly determined, detail-oriented, enthusiastic, and extremely reliable. Excellent oral and written communication skills.

## Education

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Old Dominion University, *Norfolk, VA*

**Master of Arts, Digital and Strategic Communication** (GPA: 3.94)

May 2021

**Bachelor of Science, Communication** (Emphasis: Public Relations)

Dec. 2019

**Bachelor of Science, Psychology**

## Experience

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### Array Digital

#### **Digital Marketing Account Manager**

- Develop strategies for the creation of websites and 1st-page ranking B2B and B2C SEO content; Collaborate with clients to maintain precise industry jargon and tone for SEO pieces while ensuring that necessary keywords and comparative word count are intact
- Facilitate meetings to define current client goals and develop timelines to meet goals and resolve issues; Pitch upsell and cross-sell opportunities to clients
- Engage in daily operations project management and track client deliverables
- Optimize current internal processes and communicate relevant onboarding and operations processes to clients
- Utilize data from net promoter scores to optimize key performance indicators

### Web Design and Consultation

*Summer 2020 – Present*

#### **KD Leslie Law**

Baltimore, MD

- Website creation
- Monthly maintenance; security analytics; SEO management

#### **Journey Wired**

Virginia Beach, VA

- Current website creation

#### **Evolutionary Aquatics**

Charlotte, N.C.

- Board Member
- Current website creation
- Branding

### The Meridian Group

*Virginia Beach, VA.*

#### **Internship**

May 2019 – August 2019

- Brainstorm strategic communication methods and campaigns; Assist the public relations team in communication with clients and finishing projects; Write published articles for current clients; Form advertising pitches and market to interested journalists; Research current and prospective clients; Prepare activations and quantify daily records

### Old Dominion University

*Norfolk, VA.*

#### **Electronic Portfolio Manager and Specialist**

Fall 2018 – Present

- Oversee faculty and students with website creation, design, and search engine optimization for SERPs; Social media management; Keynote speaker to educate faculty about online presence
- Promote the marketing of Old Dominion University student services through efforts such as surveys, event tables, and social media contests; Collaborate with other departments to help students strengthen their public speaking and organizational skills
- Troubleshoot and solve technical difficulties in various university environments

#### **Foodbank of Southeastern Virginia and The Eastern Shore Internship**

August 2020 – December 2020

- Generate marketing materials; evaluate KPIs for quarterly and yearly growth; create new advertising campaigns for director review and implementation; construct new strategic communication plan for fiscal year
- Consult employees about increasing community outreach via social media campaigns and traditional media exposure; Suggest changes to contingency plans to accommodate remote interaction

#### **Undergraduate Researcher**

Spring 2018 – Jan. 2019

- Conduct ecological momentary assessments; Perform quantitative analyses via MS Excel and SPSS Statistics; Manage literature searches for ongoing developments; Create studies, analyze data, and store confidential information; Draft and present conference proposals

### Quality Music and Dance

*Chesapeake, VA.*

#### **Instructor/Office Assistant**

Fall 2016 – Summer 2018

- Teach fundamental ballet, jazz, and music theory to children ages two through six
- Organize financial records; money management
- Create and proofread digital and print marketing materials

## Volunteering

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### Mount Lebanon Baptist Church

#### **Sunday School Youth Educator**

- Deconstruct complex information and explain in a basic, concise manner
- Supervise classrooms and teach lessons to 40+ students simultaneously
- Establish duties for other volunteers during classroom procedures

*Chesapeake, VA.*

Summer 2015 – March 2020

### Virginia Beach City Public Schools

#### **Va. Educator's Organizational Assistant**

- Provide group counselling to incoming freshmen to foster confidence and school spirit
- Aid in the transition between school years through organizing classrooms and student reports

*Virginia Beach, VA.*

Summer 2006 – Present

## Technology Literacy

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- HubSpot Sales
- Highly efficient writer in areas of AP Style, APA, and MLA
- SEO keyword research reporting tools (Clearscope, Ahrefs, Google Search Console, etc.)
- Asana and related project management software
- Adobe Creative Suite
- Website development and content management systems: WordPress, Wix, Squarespace, and GoDaddy
- Scholarly research and databases: IBM SPSS, Microsoft Excel, and APA PsychNet, Cision Database
- Microsoft Office Suite, GSuite, Slack, Zoom Communication Technologies, Asana
- WISE Certified (Virginia financial and business literacy examination)