

# KAYLA DAURIO

Creative Professional with a Focus on Style and Marketing

## CONTACT

✉ [daurio@gmail.com](mailto:daurio@gmail.com)

☎ 732-379-8861

🌐 <https://linkedin.com/in/kdaurio>

## PORTFOLIO

🔗 <https://kaylairsart.com>

## SKILLS

- Canva
- Procreate
- Adobe Suite
- Color Theory
- Product Styling
- Microsoft Office
- Public Speaking
- Trend Forecasting
- Creative Direction
- Brand Development
- Project Management
- Fashion Photography
- Advertisement Development

## EDUCATION

### Savannah College of Art and Design

Savannah, GA

Graduated Cum Laude, 2022

### Bachelor of Fine Arts

Major: Fashion Marketing and Management

Minor: Business Management/Entrepreneurship

### Inside LVMH Certificate | December 2021

Key fundamentals of luxury, and its challenges

## KEY COURSEWORK

- Retail Buying
- Future of Shopping
- Visual Merchandising
- Business Management
- Trends and Forecasting
- Customer Empowerment
- Fashion Aesthetics and Style
- Global Sourcing and Import Buying
- Private Label Product Development
- Merchandising, Planning and Control

## PROFESSIONAL SUMMARY

Proven skills in digital marketing, and graphic design. Well-versed in styling, visual merchandising, and collaborative project management. Aiming to leverage a strong blend of creative expertise and strategic acumen to drive impactful marketing initiatives and contribute to brand development.

## EXPERIENCE

### DIGITAL MARKETING DESIGNER (FREELANCE)

James Goodman & Associates | Remote | March 2021 - Current

- Crafted engaging email campaigns aligned with diverse brand guidelines, ensuring impactful and consistent messaging.
- Successfully converted audiences into subscribers through compelling ads and captivating designs, fostering user engagement.
- Maintained current and user-friendly website content, contributing to a seamless and visually appealing online experience.
- Orchestrated strategic and consistent social media posts, amplifying the brand's online visibility and nurturing audience connections.

### GRAPHIC DESIGNER

Bealls Inc. | Bradenton, FL | August 2022 - March 2024

- Established the creation of customer-focused campaigns across Bealls Inc. brands and channels, strategically aimed at boosting website and store traffic
- Partnered with designers, marketing professionals, and cross-functional teams to research and execute innovative design concepts, ensuring a cohesive and impactful brand message
- Successfully managed multiple projects simultaneously, consistently meeting deadlines while upholding high-quality standards in navigating within a dynamic work environment

### CREATIVE MARKETING INTERN

Bealls Inc. | Bradenton, FL | June 2022 - August 2022

- Contributed to creative projects by immersing in the brand and leveraging insights
- Collaborated with team members to create content for social media grand openings, & creative marketing projects

### STYLIST

David's Bridal | Savannah, GA | December 2019 - May 2022

- Collaborated with brides to find their ideal wedding attire, & coordinating bridal party ensembles
- Guided clients for post-wedding services, fostering repeat business & build brand loyalty
- Assisted with visual merchandising ensuring appealing product displays

### DRESS SPECIALIST

Dream Dresses | Old Bridge, NJ | December 2017 - August 2018

- Offered personalized sales assistance and dressing guidance to customers, ensuring exceptional service