KAYLA VENN

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MARKETING STRATEGY | BRAND COMMUNICATIONS | CAMPAIGN DEVELOPMENT

Marketing and communications professional combining audience research, brand messaging, and hands-on creative production across festivals, hospitality, and client campaigns. Experience coordinating marketing for four restaurant locations and delivering work across social, email, print, outdoor, and event channels. Bilingual in English and Spanish.

CORE SKILLS & TOOLS

Campaign planning | Audience research | Brand messaging | Social and email content | Graphic design | Stakeholder coordination | Performance reporting | Adobe Creative Cloud | Canva | Toast

PROFESSIONAL EXPERIENCE

Marketing & Social Media Strategy | Inspire Productions, LLC

Spring, TX | January 2024 - Present | Assignment-based

- Plan and produce social content, graphics, and promotional materials for client and event assignments; coordinate with marketing teams, sponsors, and stakeholders.
- Contributed social planning, design, live coverage, and drone footage to the 2024 Catfish Festival campaign; team report documents 24.1% Instagram follower growth and one paid campaign with 32,176 link clicks.

Selected assignment: Big As Texas Music Festival | January - May 2024

- Designed lineup posters, two-sided flyers, signage, stage schedules, and digital promotional materials for a three-day music and food festival.
- Coordinated creative production and revisions with PR, social, sponsorship, and marketing stakeholders while maintaining a consistent event identity.

Marketing Manager | Tailgators LLC

Magnolia, TX | March - December 2023

- Coordinated marketing across four restaurant locations, aligning social, email, direct mail, billboard, and in-store promotional creative.
- Used Toast for promotional communications and partnered with culinary teams on menu launches, campaign timing, and customer-facing messaging.

General Manager | Molly Malone's Pub

Spring, TX | April 2020 - March 2023

- Directed daily operations and led a 14-person team, overseeing staffing, vendor relationships, inventory, customer issues, and operating expenses.

SELECTED STRATEGY & COMMUNICATIONS WORK

Beachcomber Cranbrook: Paid hiring assignment connecting audience research, Black Friday positioning, five ad concepts, a landing-page mockup, and a proposed lead-quality testing plan. Concept campaign; not launched.

Waco Habitat ReStore: Produced the published commercial, including drone filming, video editing, music, and sound; interview footage supplied by others.

EDUCATION & SELECTED TRAINING

Texas Tech University | BA, Digital Media & Professional Communication | December 2025
Cum laude | Minors: Communication Studies; Strategic Public Relations Management

HubSpot: Email Marketing; Advanced Social Media Strategy | Semrush: marketing analysis and analytics training | Arthur Page Center: public relations ethics and diversity training | IABC Houston member

REVIEW DRAFT - Review wording and credential titles before submitting. Team campaign results are attributed accordingly.