

KALA LINCK

CONSUMER-FOCUSED MARKETING
STRATEGY AND IMPLEMENTATION

CONTACT

(870) 421-2724

KRLINCK@GMAIL.COM

WWW.LINKEDIN.COM/IN/KALALINCK

CURRENT

CONTENT MARKETING MANAGER
WALZ TETRICK ADVERTISING | JAN 2019

EDUCATION

BACHELOR OF SCIENCE, COMMUNICATIONS
MISSOURI STATE UNIVERSITY | 2010

INTEGRATED DESIGN CERTIFICATE
KANSAS CITY ART INSTITUTE | TBD

PROFILE

I am a results-oriented marketing professional with 8+ years of experience in brand management, integrated marketing strategy, purchased and earned digital and social media, conversion email campaigns, and successful event/program planning and development. I tend to be engaging, positive and curious, with excellent albeit non-traditional organizational skills.

EXPERIENCE

(FREELANCE) DIGITAL MARKETING DIRECTOR

KALALINCK.COM | OCT 2012 - PRESENT
KANSAS CITY, MO

- Produce marketing strategy, brand voice and content for a variety of clients (from retail to though leaders to events.)
- Compose compelling blog content for a variety of websites.
- Provide website strategy, debugging and implementation of best customer UX.
- Design graphic elements for clients as needed.
- Developed integrated campaign for holiday event (Soulard Holiday Home Tour) to drive ticket sales to the highest they had ever been.

MARKETING MANAGER

TENAYA LODGE AT YOSEMITE | OCT 2017 - DEC 2018
DELAWARE NORTH, FISH CAMP, CA

- Coordinated team of three to implement marketing tactics for marketing strategy.
- Developed campaign-centric marketing pushes like "Book Direct Day" to drive record-breaking sales of room nights.
- Strategized content, creative, campaign details and operational opportunities for seasonal promotions to drive room nights and revenue; execute traditional and digital media buys.
- Partnered with the creative team, PR team, advertising agency and other industry partners to maximize opportunities and ad buys.
- Contributed to Senior Management Team initiatives to improve overall Lodge functions.

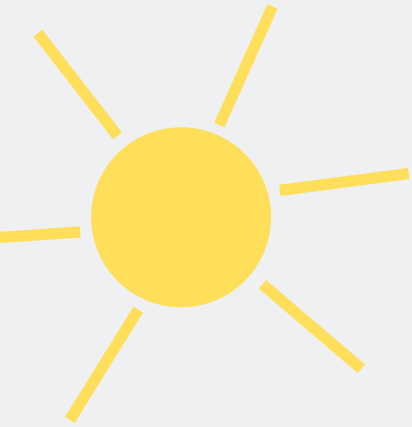
ADDITIONAL EXPERIENCE ON FOLLOWING PAGE.

SKILLS

- Integrated marketing strategy
- Audience development
- Adobe Photoshop, InDesign
- Brand development and roll-out
- Web content development
- New product launches
- Copywriting
- Email marketing

AWARDS

KANSAS CITY DIRECT MARKETING ASSOCIATION
INTEGRATED MARKETING CAMPAIGN, BRONZE
MARCH 2017



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EXPERIENCE

MARKETING MANAGER

SPIN! NEAPOLITAN PIZZA | OCT 2015 - JUNE 2017
KANSAS CITY, MO

- Developed overall marketing and content strategy (email, social, in-store, advertising buys, etc.) across four markets, and 17 locations.
- Wrote content for and implemented strategy-supporting tactics for core markets in Dallas and Kansas City, as well as national brand.
- Provided professional development coaching to Marketing Coordinator.
- Acted as corporate spokesperson, representing them in media relations opportunities.
- Began at SPIN! as the Community/Local Store Marketing Specialist; Maintained key community partnerships to organize and execute tasting events, a ten-year strong community biking program and other ongoing marketing programs.

DIGITAL ACCOUNT EXECUTIVE

TSN COMMUNICATIONS | JAN 2014 - JAN 2015
KANSAS CITY, MO (REMOTE)

- Played active role in developing a personalized strategy for each client by conducting research and competitive audits, and analyzing results to provide clear suggestions, tips and techniques for improving engagement, following, and brand consistency and loyalty.
- Developed agency's digital media capabilities and built client-base while actively supporting across digital and traditional media efforts.
- Represented strategic direction of media relations surrounding new product release from beginning to end.

PR ASSISTANT ACCOUNT EXECUTIVE

OSBORNBARR | AUG 2011 - OCT 2012
ST LOUIS, MO

- Polished communications skills while leading a team to present consistent brand messaging, stay on budget and effectively react to intervening forces.
- Developed internal processes for events and media interviews and performed media training.
- Pitched and secured news placements for approximately 100 events across Arkansas, Louisiana, Florida, Arizona, and Missouri.

ACCOUNT COORDINATOR

ANSIRA ENGAGEMENT MARKETING | MAR 2011 - AUG 2011
ST LOUIS, MO

- Thoroughly evaluated advertisements to ensure detailed compliance to national brand standards.