

Kaley Saxton

238 E Water St. Apt 322 Harrisonburg, VA 22801 | (540) 435-7214
kaleysaxton.com | saxtonstrategies@gmail.com

EDUCATION

Bridgewater College
Master of Arts in Digital Media Strategies
4.0 GPA
May 2020

Bridgewater College
Bachelor of Science in Communication, Technology, and Culture
3.7 GPA
May 2019

RELEVANT COURSEWORK

User Experience Web Design, Photography, Videography, Strategic Public Relations, Research Methods, Digital Writing, Multimedia Storytelling, Consulting Strategies, Digital Persuasion, Campaign Target Analysis, Communication Ethics

WORK EXPERIENCE

Saxton Strategies LLC, *Self Employed*, Sept 2019-Present

- Identify a business's digital needs and create achievable goals with the client
- Defines a business's brand through content and marketing strategy
- Drive traffic both digitally and physically to the business
- Consult with clients monthly about achieved goals and future endeavors

Power Monitors Inc., *Marketing Designer*, Oct 2017-Present

- Utilize B2B marketing for power quality products
- Assist in developing new product naming and branding
- Create video content to promote products, white papers, and course trainings
- Utilizing Excel for daily tasks including mailings and website analytics
- Developed proficiency in NetSuite and HubSpot marketing software

Costco Wholesale, *Membership & Cashier Clerk*, Aug 2015-May 2019

- Utilized marketing and communication skills to sell membership packages and credit card applications
- Manage conflict between members, employees, and Costco's brand
- Provide above average customer service to members
- Performed multiple tasks in a timely manner

HONORS & ACTIVITIES

Lambda Pi Eta: National Communications Honors Society, *Member*

Interfaith Board, *Vice President*, Aug 2017-Dec 2018

- Founded an all-inclusive club to address social issues and to promote diversity
- Advocated for religious, non-religious, and cultural tolerance through civil discourse
- Helped generate dialogue with the community through education and civil discourse
- Organized monthly dinner meetings with community members to discuss viewpoints on social issues and personal identities

ASPIRE, *Panelist*, April 2018

- Created a social media campaign for a new library that would be under construction for two semesters
- Identified the concerns of students, faculty, and staff in order to generate excitement
- Informed the college community on how different messages need to be used for different media in order to achieve the most successful outcome