

## Kaley Saxton

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### ABOUT ME

I am a digital media strategist who has been in the digital marketing and communications field for four years. My journey began as a marketing designer, but soon discovered my passion for implementing design and digital communication into business strategy. While working with various clients and populations, I have realized the power of communicating a brand, mission, and values by leveraging various mediums. Through research, utilizing various modalities of communication, and strategic design implementation, I aim to empower organizations to achieve, and sustain, their brand, mission, and values.

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### EDUCATION

<b>Bridgewater College</b> Master of Arts in Digital Media Strategies 4.0 GPA	May 2020	<b>Bridgewater College</b> Bachelor of Science in Communication, Technology, and Culture 3.7 GPA	May 2019
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### WORK EXPERIENCE

**Virginia Menonite Retirement Community, *Digital Experience Manager*** November 2020 - Present

- Facilitates collaboration across departments to create digital experiences
- Improving internal communication through various mediums and training information disseminators
- Educates staff on best design practices for end user experiences; both resident and staff populations
- Acts as communication liaison between IT department, K4 Community Plus, and all employees

**Saxton Strategies LLC, *Self Employed*** September 2019 – Present

- Identifies a company's digital and marketing needs to create achievable goals with the client
- Empowers staff at all levels on how to achieve their company goals
- Generates research driven plans with timely benchmarks to elevate the company's brand
- Drives traffic both digitally and physically to the business

**Power Monitors Inc., *Marketing Designer*** September 2017 – November 2020

- Utilized B2B marketing techniques for power quality products
- Assisted in developing new product naming and branding
- Created video content to promote products, white paper, and course trainings
- Utilized Excel for daily tasks including mailings, lead reports, and website analytics
- Developed high quality promotional material through photography, videography, and digital design

**Costco Wholesale, *Membership & Cashier Clerk*** August 2015 – May 2019

- Utilized communication skills to sell membership packages and credit card applications
- Managed conflict between members and employees
- Provided above average customer service to members
- Performed multiple tasks in a timely manner

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### INTERESTS

Project Management, Digital Communication, Strategic Research and Implementation, Cross-departmental Collaboration, Marketing Design

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### HONORS AND ACTIVITIES

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

Interfaith Board, *Vice President* August 2017 – December 2018

- Founded an all-inclusive club to address social issues and to promote diversity
- Organized monthly meetings with community members to discuss social issues and personal identities

ASPIRE, Panelist April 2018

- Identified the concerns of students, faculty, and staff in order to generate excitement for reform
- Informed attendees on the benefits of multichannel media campaigns to effectively convey a message