

Kayla Greig

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EDUCATION

San Diego State University, San Diego, CA

December 2026

Bachelor of Science in Business Administration, Major: Marketing

- 3.62 GPA, Dean's List

John Cabot University, Rome, Italy

Fall Semester 2025

Study Abroad Program in Marketing

PROFESSIONAL EXPERIENCE

KB Beauty Skin

May 2025 - August 2025

Brand Marketing Intern

- Designed a website relaunch in Figma based on real-time analytics focused on conversion rate improvement
- Conducted market research on beauty & wellness trends and IGC to uncover high-performing formats used to strategize our influencer partnership strategy
- Created a comprehensive brand guide applied to all touchpoints to unify brand consistency across all platforms

Amalfi Jets

May 2024 - August 2024

Marketing Intern

- Pitched and led rollout of a narrative-focused content strategy, coordinating execution between CEO, marketing and sales teams; contributed to growth from 50k to 4.5M followers over 18 months; primary sales engine is now TikTok
- Utilized Google Analytics to identify audience trends and create AEO & SEO-driven blog posts, converting 100k
- Oversaw and created content across all social media platforms, including TikTok, Instagram, X, and LinkedIn

Amalfi Foundation

April 2023 - September 2023

Campaign Manager Intern (Account & Project Support)

- Managed a 6-week fundraising campaign that raised \$220k, coaching 7 team leads (overseeing 70+ members), and directing timelines, workstreams, deliverables, and weekly internal check-ins
- Built a 4k-contact CRM database & engagement report tracking pipeline movement, response rates, key accounts
- Facilitated managing front- and back-of-house activities at a gala with 250+ attendees

Leukemia & Lymphoma Society (LLS)

September 2022 - March 2023

Student Visionary Program

- Developed pitches and partnered with major hospitality, entertainment, and sports brands
- Conducted omnichannel communication campaign (email & SMS) to 500+ contacts over 2 months, executing both personalized and broad follow-up outreach, resulting in a 60% conversion and 40% increase of fundraising goal
- Led an 8-person multigenerational team across 3 time zones; coached "team member of the year" earned by 1/200

LEADERSHIP & CAMPUS INVOLVEMENT

Erasmus Student Network (ESN): *Active Member*

September 2025 - December 2025

Rock Church: *Youth Leader*

October 2024 - Current

SDSU Women in Business: *Active Member*

January 2024 - Current

SKILLS & QUALIFICATIONS

Technical Skills: Google Analytics, HubSpot, Hotjar, Webflow, Figma, Later Social, Canva, Google & Microsoft Suites

Marketing Skills: Multichannel campaign execution, AI-enabled marketing & analytics fluency, CRM, audience insight to strategy, cross-functional collaboration, narrative-driven brand marketing

Interpersonal Skills: Organized, proactive, relationship-oriented, detail-oriented, strong communicator, creative