

# 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 undercover 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