

Kayla *Greig*

Passionate. Storyteller. Global Eye.

SEEKING Marketing

BASED Boston · LA · San Diego

RELOCATE Yes

MY SUPERPOWER

Turning consumers into communities.

EDUCATION

San Diego State University

B.S. Business Admin., Marketing
May 2027 · 3.62 GPA · Dean's List

John Cabot University

Rome, Italy · Fall 2025

INVOLVEMENT

SDSU Ski & Snowboard Team
SDSU Women in Business
Roma Erasmus Student Network
Rock Church Youth Leader

KEY STRENGTHS

- Gen Z Storytelling
- Cultural Trend Radar
- Global Market Instinct
- Coaching Talent
- AI Workflow Automation

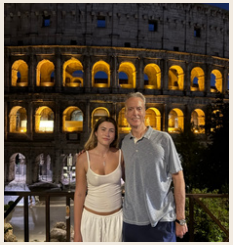
RESOURCES / CONTACT

Web Portfolio *LinkedIn*

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01

CONNECTED TO CULTURE



I have an international mindset.

I grew up on both the East and West Coasts, lived in Europe, and explored **16 countries across 3 continents** last year. Everywhere, people expressed themselves differently but wanted the same things underneath. That's the global, bicoastal lens I bring to everything I do.

I work with brands & agencies close to culture.

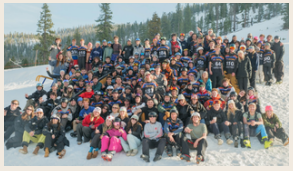
The day LaMelo Ball was traded, I watched the **Hornets'** audience change overnight. That same summer, I worked on the **X Games'** first-ever team league, turning solo athletes into teams fans could root for. Culture doesn't wait, so I move with it.

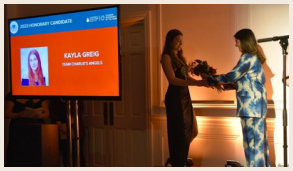


I am a lifelong Red Sox season ticket holder!

02

RELENTLESS WORK ETHIC





I always give 110%.

As an **athlete on SDSU's Ski & Snowboard Team** I learned to show up when it's cold, early, and hard. Now I balance ski team with class, nannying, and a job search, and I don't do any of it halfway. To work smarter, I build my own AI agents that automate tasks across my personal and professional life.

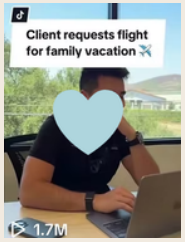
I don't want to succeed alone.

> *"The most important measure of how good a game I played was how much better I'd made my teammates play." –Bill Russell*

In honor of my dad, I fundraised for the **Leukemia & Lymphoma Society** and rallied a team to beat our goal by 40%, raising $70K. The real reward was coaching the "team member of the year" and spending a night with survivors and those still fighting.

03

CONSUMER-OBSESSED



I am unafraid to challenge conventions.

At Amalfi Jets, our socials showed off planes to people who already flew on them. I saw a chance to **grow the brand with Gen Z** through narrative content, so I created scripted client phone calls with recurring characters. TikTok users reacted, debated, and formed micro-communities, and we grew from **50K to 5M followers** across all socials.

I balance data & insight.

Some marketers avoid data; I lean in. **Amazon Music's Prime Day spanned 11 countries**, and no two behaved alike: North America led, Europe lagged, and a Reel winning one market could flop elsewhere. Numbers showed what worked. Culture explained why.

EDUCATION / WORK HISTORY

2022–23	2023	2024	2025	FALL 2025	2026	MAY 2027 →
Leukemia & Lymphoma Society	Amalfi Foundation	Amalfi Jets	KB Beauty Skin	Rome, Italy	Gupta Media	*Graduation*