KaylaGreig.com LinkedIn.com/in/kaylagreig

KAYLA GREIG

Passionate. Storyteller. Global Eye.

Los Angeles & San Diego, CA | Boston, MA | kaylagreig@icloud.com | (###) ###-####

EDUCATION

San Diego State University | *B.S. Business Administration, Marketing | San Diego, CA* ***May 2027***
- 3.62 GPA, Dean's List

John Cabot University | *Rome, Italy* ***Fall 2025***

MARKETING EXPERIENCE

GUPTA MEDIA | *Media Team | Boston, MA* ***Jun–Aug 2026***

Performance marketing agency specializing in sports, music, and entertainment; executed 197 media campaigns. Clients included **Charlotte Hornets, X Games, USGA, Amazon, and Sony Music**.

- Reduced X Games Sacramento 2026 CPA 27.8% YoY by using performance insights for creative direction
- Pitched & developed a comprehensive Charlotte Hornets 2026–27 media plan for evergreen ticket demand
- Shaped Amazon Music's Prime Day strategy across 150+ artists and influencers in 11 countries
- Built AI agents, cutting turnaround 70%, by automating Meta, Google, and TikTok Ads Manager reporting

KB BEUATY SKIN | *Assistant to Founder, Brand Marketing | San Diego, CA* ***Apr–Aug 2025***

Emerging skincare startup; assistant to the founder on brand positioning and creative strategy.

- Built brand guidelines used across owned and earned channels; redesigned the site in Figma and Webflow
- Defined brand positioning from competitive and audience insights to guide influencer strategy

AMALFI JETS | *Marketing Team | Los Angeles, CA* ***May–Aug 2024***

Private aviation brokerage; drove social growth through content strategy, brand storytelling, and SEO.

- Pioneered a TikTok storytelling strategy of scripted client calls with recurring characters fans rallied around
- Set this as the content framework that grew social following from 50K to 5M over 18 months
- Optimized blog SEO with Google Analytics and Hotjar, contributing to 100K+ site conversions

COMMUNITY & PARTNERSHIPS LEADERSHIP

AMALFI FOUNDATION | *Campaign Manager | Los Angeles, CA* ***Apr–Sep 2023***

Nonprofit addressing barriers to education and homelessness.

- Designed the framework and managed a pre-MBA program for 200+ students
- Raised $220K in a 6-week campaign through targeted donor messaging and outreach

LEUKEMIA & LYMPHOMA SOCIETY | *Student Visionary Program | Ventura, CA* ***Sep 2022 – Mar 2023***

Blood cancer nonprofit.

- Secured and activated brand partnerships with Mastro's Steakhouse and the Golden Nugget Hotel & Casino
- Ran an integrated campaign to 500 contacts, raising $70K, exceeded goal by 40% with a 60% conversion rate

INVOLVEMENT & KEY STRENGTHS

Involvement: SDSU Ski & Snowboard Team, Women in Business, Erasmus Student Network, Rock Church

Key Strengths: Gen Z Storytelling, Cultural Trend Radar, Global Market Instinct, AI Workflow Automation