

KAELYN CONTARDI

SAN DIEGO, CA 92101. CELL (949) 584-9840 KAELYN.CONTARDI@GMAIL.COM
www.kaelyncontardi.com www.linkedin.com/in/kaelyncontardi

Education

University of California, San Diego- Extended Studies
Paralegal Certification Program

Sep-Dec 2025

Chapman University

Bachelor of Science, Business Administration with Marketing Emphasis | Minor: Advertising
Cumulative GPA: 3.632; Provost List; Cum Laude
Gamma Beta Phi Honor Society

May 2020

University of Glasgow- Study Abroad

Relevant Coursework: Campaign Development, International Business

Aug-Dec 2018

Relevant Experience

Chameleon Design

Aug 2023-Aug 2025

Marketing Manager

- Composed and edited professional copy for blog posts, newsletters, and external publications such as *Forbes* and *Builder and Developer Magazine*
- Organized, planned, created, and managed all content across various official company social media accounts
- Maintained and updated digital records of campaigns and blog posts in shared Microsoft Sharepoint Database
- Wrote and distributed e-blast email communications using Constant Contact platform to be sent to clients
- Strategized and wrote copy for Out-of-Home graphics to be used in sales offices or client office spaces
- Booked and managed travel itineraries for the design team's installations, including sourcing and coordinating accommodations and organizing transportation logistics

Jun 2021-Aug 2023

Marketing Assistant

- Supported senior management with scheduling and administrative tasks
- Oversaw content and approvals alongside partner agency
- Planned, created, and tracked social content aligning with department initiatives
- Drafted promotional materials for events and award shows
- Edited and approved newsletter e-blast content
- Utilized Adobe programs to assist in the creation of designs specifications to be sent to client

Advanced Image Direct

Jun 2020- Aug 2020

Sales and Marketing Intern

- Streamlined sales efforts by putting together media kits and delivering them to potential clients
- Involved in customer prospecting, advertising fulfillment, and creative development

Live Nation Entertainment/ House of Blues Anaheim

Jun 2019-Sep 2019

PR and Marketing Intern

- Aided social media efforts through filming and editing posts for the House of Blues Anaheim Instagram account
- Conducted research on how to best promote upcoming shows, including finding venue décor and writing creative copy for advertisements
- Boosted ticket sales by designing E-cards for upcoming shows to be sent out to potential customers

Skills

- Blog Research, Blog Writing, Copy Editing, Project Coordination, Attention to Detail, Deadline-Oriented
- Computer Skills: Microsoft Programs (Excel, Word), Adobe Creative Cloud, Clio, Pivot Tables, CRM Management Tools