



# KAITLYNN STONE

SOCIAL MEDIA | GRAPHIC DESIGN | MARKETING  
WWW.KAITLYNNSTONE.COM

## PROFILE

Innovative, results driven digital media marketing professional and graphic designer, passionate about writing and producing compelling, eye-catching creative content that evokes emotion and encourages action. Currently specializing in digital media management, content creation and creative marketing for a variety of clients across multiple industries. Certified yoga instructor and freelance graphic designer by night.

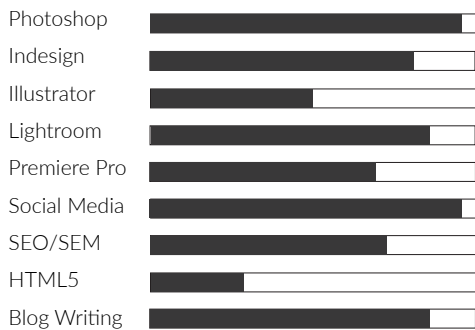
## CONTACT

571.510.2710  
 kaitlynnstone@icloud.com  
 www.kaitlynnstone.com

## CONNECT

facebook.com/kaitlynn.stone  
 instagram.com/kaitlynnstone  
 linkedin.com/in/kaitlynnstone

## SKILLS



## CERTIFICATIONS

Hootsuite Social Media Marketing, License #11662008  
Google Ads Fundamentals, Certification #37457970  
RYT-200 Yoga Instructor, License #222972  
Virginia Realtor®, License #0225220939

## INTERESTS

Volunteering at the Loudoun County Animal Shelter, Photography, Videography, Blogging, Travel & Adventure, Hiking, Reading, Yoga, Painting, Freelance Design

## AWARDS

2018 BEST COMMUNITY VIDEO OF THE YEAR Oct 2018  
The Great American Living Awards (Washington, D.C.)  
TOP PRODUCING LEASING AGENT April–June 2016  
Berkeley Realty Property Management (Williamsburg, VA)

## EXPERIENCE

DIGITAL MEDIA SPECIALIST Oct 2019–Present  
Threshold Media (Loudoun County, VA)  
- Create and manage monthly digital strategy and associated content across multiple platforms (social media, websites, blogs, e-mail marketing, search engines, ads, print material)  
- Coordinate client approvals for digital content and manage all ongoing creative projects  
- Provide meaningful monthly/quarterly reporting on key metrics as well as actionable, qualitative insights and recommendations for all search and social marketing programs  
- Secure more organic traffic, increased conversations and higher rankings through active monitoring and recommendations

SOCIAL MEDIA MARKETING MANAGER Feb 2019–Sept 2019  
Ecendant Interactive (Dulles, VA)  
Responsibilities as a social media coordinator have been expanded to include:  
- Conceptual branding including logo design, typography and image curation.  
- Website Design & wireframes using Invision Studio and Sketch App.  
- Search Engine Optimization, Search Engine Marketing and keyword research  
- Growing working knowledge of Google Analytics and HTML5.

SOCIAL MEDIA COORDINATOR July 2017–Jan 2019  
Ecendant Interactive (Dulles, VA)  
- Wrote on-brand copy content to engage audiences and drive conversation  
- Created in-depth content calendars by researching engagement trends  
- Developed strategies that align with long-term marketing efforts and goals  
- Produced all quarterly social media reports and provide recommendations  
- Assisted in creating new client pitch presentations and assembling RFP's

VIRGINIA REALTOR® Feb 2017–Feb 2019  
At Home Real Estate (Alexandria, VA)  
- Guiding and assisting renters, homebuyers, and homeowners on their journey home  
- Design and developed all creative marketing material from print to digital  
- Manage social media business pages while monitoring budgeted ad campaigns

CREATIVE MARKETING EXECUTIVE & REALTOR® Sept 2016–Jan 2017  
Keller Williams Elite-Peninsula (Newport News, VA)  
- Conducted lead generation through print and digital media including social media marketing  
- Coordinated and executed property photo shoots, along with video production and editing  
- Designed campaign materials such as listing flyers, postcards and newsletters

PROPERTY MANAGER & MARKETING ASSOCIATE Oct 2015–Sept 2016  
Berkeley Realty Property Management (Williamsburg, VA)  
- Managed and maintained a portfolio of 60 clients and 105 residential rental properties.  
- Oversaw all aspects of the leasing process from facilitating showings to executing leases  
- Spearheaded the company's social media and digital marketing efforts

## EDUCATION

CHRISTOPHER NEWPORT UNIVERSITY Sept 2011–May 2015  
Bachelor of the Arts Degree in Communications & Media Studies  
UNIVERSIDAD VERITAS SAN JOSE April 2013–June 2013  
Cultural Communications Study Abroad Program