KAYLEIGH BURKINSHAW

Digital Content Creator · Storyteller · Marketing Specialist · Change-Maker

Bellingham, WA | 702-299-5396 | kayleighwashere.com/resume | LinkedIn

SKILLS

- Social Media Management
- Content Creation + Visual Storytelling
- Event Promotion + Campaign Development
- Community Relations + Outreach
- Email Marketing
- Photography + Videography
- Graphic Design
- Project Management
- Proficient in Adobe, Asana, Bloomerang Canva, Final Cut Pro, Workfront, Google Workspace, MailChimp, Salesforce

PROFESSIONAL EXPERIENCE

Road2Home **08/2026 - Present**

Digital & Community Giving Coordinator

- Develop dignity-centered fundraising campaigns and digital assets (email sequences, Meta ads, landing pages, event promotion) that support donor acquisition and community giving.

Paper Whale **06/2026 - Present**

Digital Culture Creator

- Create social media, email, and blog content for placemaking programs and events, including the Noisy Waters Mural Festival and Fire & Story Festival.

RKD Group **08/2023 - 06/2026**

Associate Solutions Manager (12/2025 - Present)

- Coordinated cross-functionally to manage tasks and facilitate processes to deliver technical, strategic, and operational support across the organization.

Digital Operations Associate (08/2023 - 12/2025)

- Managed end-to-end digital campaign operations for multiple nonprofit and mission-driven client accounts while maintaining clear communication across internal teams and external stakeholders - tracking project milestones, coordinating meetings, and keeping deliverables on time and on-brand.

The Just One Project **07/2021 - 08/2024**

Salesforce Consultant (06/2022 - 08/2024)

- Managed data, reporting dashboards, and platform integrations – skills directly transferable to social scheduling tools, analytics platforms, and campaign performance tracking.

Marketing Manager & Salesforce Administrator (07/2021 - 06/2022)

- Managed social media, email, website content, and PR; developed mission-aligned campaigns and established brand guidelines across departments.
- Produced photography, graphic design, and copy for social media, press releases, and newsletters.
- Grew audience segments and strengthened relationships with local partners, donors, and supporters.

M Resort Spa Casino **08/2019 - 07/2020**

Advertising Specialist

- Developed and executed multi-channel advertising campaigns, branded design materials, and event photography.
- Collaborated cross-functionally on print, digital, and social content; led graphic design and photography for the Raiders Partnership campaign.

EDUCATION & CERTIFICATIONS

Salesforce Certified Associate

University of Nevada, Las Vegas (2019) – BA Journalism & Media Studies, Minor in Marketing

Alpha Delta Pi Alumni – VP of Operations, E-Board Member, Chaplain, Operations Specialist