

KAYLEIGH BURKINSHAW

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

📍 Bellingham, WA

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SKILLS

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

PROFESSIONAL EXPERIENCE

RKD Group

08/2023 - Present

Associate Solutions Manager (12/2025 - Present)

- Coordinate cross-functionally to manage tasks and facilitate processes to deliver technical, strategic, and operational support across the organization.
- Leverage AI tools and automation platforms to streamline content production workflows and campaign development cycles.

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

- Managed end-to-end digital campaign operations for multiple nonprofit and mission-driven client accounts, ensuring on-brand delivery against event and fundraising milestones.
- Maintained clear communication across internal teams and external stakeholders - tracking project milestones, coordinating meetings, and keeping deliverables on time and on-brand.
- Supported email marketing campaigns, digital advertising initiatives, and event promotional materials.

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)

- Built and ran the organization's full digital presence from the ground up - managing Instagram, Facebook, email marketing, website content, and public relations independently.
- Developed and executed event promotion campaigns, community spotlights, impact reporting content, and fundraiser campaigns aligned with organizational mission.
- Established brand guidelines across all departments and led content strategy, campaign development, and external media relationships.
- Produced multimedia content including photography, graphic design assets, and written copy for social media, press releases, and newsletters.
- Grew and engaged audience segments across diverse community demographics, strengthening relationships with local partners, donors, and supporters.

M Resort Spa Casino

08/2019 - 07/2020

Advertising Specialist

- Developed and executed multi-channel advertising campaigns, created branded design materials, and served as on-site event photographer.
- Collaborated with internal departments and external vendors on content production published across print, digital, and social platforms.
- Notable project: graphic design and photography lead 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