

# KAYLEE ARNOLD

*Experiential Marketing Professional*

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## PROFESSIONAL SUMMARY

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Results-driven Experiential Marketing Professional with a dynamic blend of strategic partnership development, market analysis, event planning, and brand management. Passionate about creating informative and memorable brand experiences that foster brand loyalty and build strong consumer connections. Known for an upbeat personality, a hands-on approach, and ability to excel in fast-paced environments. Proven success in executing large-scale campaigns that drive consumer engagement and brand recognition.

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## EMPLOYMENT HISTORY

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### INDEPENDENT EXPERIENTIAL MARKETING AND EVENT MANAGER - *Self-Employed*

**December 2015 - Present**

*Phoenix, Arizona/Los Angeles, California*

- Increase brand recognition and generate new leads through experiential marketing tactics during on and off-premise demonstrations, small to large-scale events, trade shows, conferences, and conventions.
- Have comprehensive knowledge of the brands to create memorable, engaging experiences that educate consumers on brand benefits, promote brand loyalty and increase sales.
- Oversee all aspects of event execution, from planning and logistics to booth management and team coordination.
- Built a brand portfolio of over 50 reputable brands such as Monster Energy, Oracle, Amazon Web Services, and Nike.

### FIELD MARKETING LEAD BRAND AMBASSADOR - *Verb Energy*

**November 2023 - June 2024**

*Phoenix, Arizona*

- Launched and expanded Verb Energy's presence in the Phoenix market, resulting in increased sales through lead generation and business development.
- Collaborated with the marketing team to create event materials and promotional content.
- Designed and implemented training documents and templates to improve company workflow and productivity.
- Led a team of 5, ensuring smooth execution of at least 4 events each month with a strong brand representation.

### EXPERIENTIAL MARKETING TEAM LEAD - *Suja Organic*

**December 2022 - November 2023**

*Phoenix, Arizona*

- Managed a team of 8 and coordinated logistics, schedules, inventory, and budgets for 8-10 events per month.
- Sourced, planned, and executed large-scale product activations, engaging over 1,000 consumers per event and distributing up to 10,000 units.
- Analyzed post-event reports and consumer feedback to assess event success and uncover industry trends.
- Built partnerships, negotiated vendor contracts, and ensured smooth operations from planning to execution.

### PHARMACEUTICAL FIELD SALES REPRESENTATIVE - *Syneos Health/Johnson and Johnson*

**January 2022 - July 2022**

*Los Angeles, California*

- Promoted Johnson & Johnson products such as Tylenol, Pepcid, and Zyrtec by conducting regular visits to over 100 physician offices per month, driving brand awareness, and optimizing product positioning.
- Increased sales targets by 30%, gaining an average of 5 new accounts monthly.
- Built strong relationships with healthcare professionals to secure product recommendations.
- Created and delivered persuasive presentations during 2-3 physician luncheons a week, tailored to the specific needs of each medical practice and offering strategic solutions for their patients.

## **FIELD SALES AND MERCHANDISING REPRESENTATIVE - *Basemakers***

**January 2021 - December 2021**

***Los Angeles, California***

- Developed key cross-functional relationships with internal teams and external stakeholders to advocate for brands in the CPG space.
- Conducted market research to track consumer and industry trends and communicate insights to drive sales and brand strategy.
- Represented high-growth brands such as Health-Ade, Liquid Death, and Olipop in the natural grocery sector.
- Consistently exceeded sales quotas, earning a spot in the President's Club (Q4 2021) by surpassing sales expectations by 83%.

## **CORPORATE TRAVEL MANAGER - *Flight Centre Travel Group***

**July 2019 - April 2020**

***Los Angeles, California***

- Leveraged Salesforce to generate leads and identify new business opportunities for the travel division.
- Cultivated strong client relationships, offering personalized travel solutions within their budget.
- Managed comprehensive travel itineraries, negotiating with airlines and hotel chains to provide cost-effective solutions to save clients on average 25% or more.
- Surpassed sales targets by an average of 32%, ranking among the top performers of the 2019 cohort.

## **MANAGER ASSISTANT - *Enterprise Rent-A-Car***

**October 2017 - October 2018**

***Phoenix, Arizona***

- Coached and mentored three full-time employees, fostering a supportive and high-performing sales environment.
- Managed a satellite office in a local Dodge dealership, resulting in a 15% increase in sales within the first month by refining sales procedures.
- Utilized CRM tools to market new services and increase customer retention, earning recognition as one of the top sellers in Arizona in February 2018.
- Achieved consistent impressions-to-sales ratios over the expected goal by at least 25% each month by providing an exceptional customer experience through engaging activities and product displays.

## **EDUCATION**

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### **BACHELOR OF ARTS, BUSINESS TOURISM - *Arizona State University - W.P. Carey School of Business***

***Tempe, Arizona***

**January 2016 - May 2017**

- Graduated Cum Laude

## **SKILLS**

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CRM, Salesforce, Asana, Slack, Zoom, Teams, Canva, Trello, Concur, Google Suite, Microsoft Office, Analytics, Reporting, Project Management, Sales, B2B, Prospecting, Lead Generation, Negotiation, Brand Marketing, Organizational, Time Management, Brand Marketing, Business Development, Brand Awareness

## **LINKS**

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LinkedIn: [www.linkedin.com/in/kayleearnold](https://www.linkedin.com/in/kayleearnold)

Website: [www.kayleearnold.com](http://www.kayleearnold.com)

## **ACHIEVEMENTS**

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- Qualifier for the President's Club - Basemakers (Q4 2021)
- Recognized as a top performer in the company - Flight Centre Travel Group (2019)
- Recognized as a top performer among 500+ Manager Assistants in Arizona – Enterprise Rent-A-Car (2018)
- Eligible for promotion in half the time compared to average Manager Assistants - Enterprise Rent-A-Car (2018)