

Kaylee Arnold

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Professional Summary

Experiential Marketing Expert with extensive experience executing events, activations, and initiatives that drive engagement, brand awareness, and loyalty. Skilled in designing turnkey B2B and B2C concepts from ideation to implementation and translating market insights into memorable experiences. Experienced in leading cross-functional teams, streamlining workflows, and implementing systems and tools to improve efficiency and onboarding. Known for a hands-on, upbeat approach, delivering measurable results, enhancing brand narratives, and driving strategic, impactful marketing initiatives.

Core Competencies / Skills

Creative Development & Innovation, Marketing Strategy, Brand Development & Positioning, Process Improvement, Market Research & Trend Analysis, Experiential Marketing, B2B & B2C Sales, Presentation Skills, Training & Development

Professional Experience

Creative Initiatives Specialist – Degy Entertainment/Degy Concepts

Remote

March 2025 - Present

- Developed and executed experiential properties from ideation to implementation for both B2B and B2C audiences.
- Created compelling pitches and presentations to secure buy-in from clients, partners, and internal stakeholders.
- Conducted competitor research, trend analysis, and consumer insights to guide creative direction.
- Designed systems and documentation that improved onboarding for contractors, interns, and cross-department teams.

Independent Experiential Marketing Manager – Self-Employed

Phoenix, Arizona / Los Angeles, California

December 2015 – Present

- 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, White Claw, and Nike.

Experiential Marketing Team Lead – Suja Organic Juice

Scottsdale, Arizona

December 2022 – November 2023

- 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 & Johnson

Los Angeles, California

January 2022 - July 2022

- 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 Merchandise Representative – Basemakers

Los Angeles, California

January 2021 - December 2021

- 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%.

Manager Assistant – Enterprise Rent-A-Car

Phoenix, Arizona

October 2017 - October 2018

- 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.
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Education

Bachelor of Arts, Business Tourism – Arizona State University - W.P. Carey School of Business

Tempe, Arizona

January 2016 - May 2017

- Graduated Cum Laude - 3.7 GPA
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Certifications & Training

- Asana Foundations Skill Badge – Asana, 2025
- Introduction to Social Media Marketing – Meta, 2025
- Introduction to Digital Marketing – University of California, Irvine, 2024
- Management Skills for New Managers – Starweaver, 2024