

Contact

kayleighposs@gmail.com

www.linkedin.com/in/kayleigh-poss
(LinkedIn)

Top Skills

Mobile Marketing

Digital Strategy

Email Strategy

Languages

English

Certifications

Become a Project Manager

Introduction to Graphic Design

Marketing Your Event

Event Planning Foundations

Project Management Foundations:
Ethics (2016)

Honors-Awards

Wisconsin Academic Excellence
Scholarship

UWW Foundation Scholarship

UWW Admissions Scholarship

Kayleigh Poss

Email Marketing Consultant - Currently taking on clients

Raleigh, North Carolina, United States

Summary

As the owner of Inbox Insights Consultancy, I bring over five years of specialized experience in Email and SMS Marketing to the table, with deep and extensive expertise in Klaviyo. My entire professional career has been dedicated to marketing, allowing me to develop a comprehensive understanding of effective strategies and tactics.

At Inbox Insights Consultancy, we help B2C businesses boost their bottom line by enhancing their email and SMS marketing programs through strategic campaigns and automated flows. By focusing on tailored solutions and data-driven insights, we enable businesses to achieve higher engagement, conversions, and long-term growth. Whether you're looking to launch a new marketing initiative or refine your existing efforts, our goal is to help you succeed in a competitive market.

Experience

Inbox Insights Consultancy

Marketing Consultant

January 2022 - Present (2 years 6 months)

Raleigh, North Carolina, United States

As an Email Marketing Consultant, I specialize in elevating e-commerce companies' email marketing programs to achieve maximum impact and engagement. From conceptualization to execution and analysis, I provide end-to-end support to help businesses effectively communicate with their audience and drive measurable results.

My expertise includes:

1. Strategic Planning and Brainstorming: Collaborating with clients to develop innovative and effective email marketing campaigns and automated workflows tailored to their specific goals and target audiences.

2. Implementation and Execution: Managing the setup and deployment of email campaigns, ensuring seamless integration with existing marketing systems and platforms, and adhering to best practices for deliverability and compliance.

3. Performance Analysis and Optimization: Analyzing campaign metrics and performance data to provide actionable insights and recommendations for continuous improvement, enabling clients to refine their strategies and achieve higher engagement rates, conversions, and ROI.

With a comprehensive approach and a commitment to excellence, I help businesses harness the power of email marketing to build stronger relationships with their customers and drive sustainable growth.

Poss Property Management

Owner

September 2021 - Present (2 years 10 months)

Noel & Co.

2 years 3 months

Marketing Strategist and Operations Manager

April 2021 - February 2022 (11 months)

Raleigh, North Carolina, United States

Marketing Manager

December 2019 - April 2021 (1 year 5 months)

Raleigh, North Carolina, United States

Exit Intelligence

Project Coordinator

February 2020 - February 2021 (1 year 1 month)

Raleigh, NC

EventOPS

1 year

Lead Marketing Specialist

2019 - February 2020 (1 year)

Raleigh-Durham, North Carolina Area

-Launched entire marketing program and team at small company

- Implemented PPC campaigns, updated company website, boosted website traffic
- Deployed tools such as Google Keywords Planner and Google Analytics to generate a relevant SEO strategy
- Designed and crafted graphics and videos to be distributed on social media, marketing emails, and company website
- Maintained brand image and visibility by writing weekly blogs, monthly newsletters and downloadable content

Project Manager

2019 - 2020 (1 year)

Raleigh-Durham, North Carolina Area

- Assisted in managing a project for the company's largest client, a Fortune 15 company
- Communicated with client, partner, and development team to implement product
- Analyzed and effectively strategized in regard to business goals, deadlines, schedules, budgets, needed resources, and team/client coordination

Human Resources Manager

2019 - 2020 (1 year)

Raleigh-Durham, North Carolina Area

- Developed an employee handbook outlining all company policies and procedures and implemented these policies in the work space.
- Actively recruit and interview prospective candidates for various positions, negotiate employee contracts and provide the necessary paperwork and procedures for on-boarding new employees.
- Maintain all employee paperwork, as well as other important company documents such as expense receipts and trademark awards
- Participate in and lead monthly employee check-ins and any additional performance meetings

University of Wisconsin-Whitewater

Ticket Sales Associate Intern

September 2017 - January 2019 (1 year 5 months)

Whitewater, Wisconsin

- Provide customer service for the sale of tickets for various events via walk-up services and telephone orders for individual or group sales
- Operate the cash register, computer ticket system and ticket printer, personal computer, and fax machine
- Open and close Ticket Services at various campus box office locations

Interact with a wide range of customers who purchase tickets for events

Speedly

Customer Success Intern

June 2018 - August 2018 (3 months)

Raleigh-Durham, North Carolina Area

Conduct customer interviews, customer surveys, and a competitor analysis to develop recommendations for the Customer Success Team on how to increase revenue, decrease customer churn, and increase Customer Satisfaction scores

Work with technical and business contacts at various customer levels to aid in increasing satisfaction

Gather company and competitor information to analyze and identify opportunities for process improvements

TransLoc

Sales And Marketing Intern

May 2017 - August 2017 (4 months)

Raleigh-Durham, North Carolina Area

Researched and conducted Social Selling

Contacted potential customers through email and LinkedIn

Created social media graphics for Twitter, Instagram, and LinkedIn

Composed social media posts for various platforms

Contacted current customers to find interest in additional services

Researched how people utilize public transportation in their daily lives- research was conducted on-site and off-site, observational data consumed at bus stops, analyzed data to make inferences and conclusions and presented findings in a company-wide meeting

Education

University of Wisconsin-Whitewater

Bachelor of Business Administration - BBA, Business Administration and Management, General · (2015 - 2018)

University of Wisconsin-Whitewater

Bachelor of Business Administration - BBA, Entrepreneurship/Entrepreneurial Studies · (2015 - 2018)