

Kalyn Bridget Wise

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PORTFOLIO

Work Experience

- **Vigilant Gear, LLC. (Lone Wolf Arms and Primary Weapons Systems)**

Marketing Manager – (January 2023 – Present)

- Manage external agency that assists with marketing efforts such as content creation, social media management, email marketing, public relations, affiliate management and more
- Manage commercialization for product launches, bringing the team together to ensure everything is complete to successfully introduce a new product to the market
- Lead planning efforts for tradeshow and events, including organizing for the 2023 NRA Annual Meetings & Exhibits, a consumer show that sees nearly 80,000 attendees
- Work with the Director of Sales to provide materials needed to aid the sales team and provide dealers with more information to help sell our products
- Responsible for minor website updates, as well as finding new ways to improve the user experience, including working with the customer service team to make changes based on consumer feedback
- Work with an agency to plan digital and print media buying to determine where our budget will be best spent in order to reach our target audience and generate brand awareness
- Responsible for planning monthly e-commerce sales and promotions, as well as creating and implementing certain monthly campaigns to send to our email lists containing over 330,000 subscribers for Lone Wolf and over 70,000 for PWS.

Marketing Consultant for Lone Wolf Arms and PWS – (January 2022 – January 2023)

Employed under The Virtus Solution, a sister company to Vigilant Gear, LLC.

- Responsible for creating and scheduling posts for Primary Weapons Systems and Lone Wolf Arms Instagram and Facebook pages, as well as replying to direct messages and comments
- Review social media analytics to ensure a positive trajectory and make necessary changes
- Increased Primary Weapons Systems Facebook engagement by over 660%
- Capture and edit video content to be used for marketing, sales, and social media
- Shoot and edit high quality lifestyle and product photography
- Design graphics to be used in marketing materials, including print ads, banner ads, website graphics, catalogs, stickers and more
- Plan monthly e-commerce sales and approve email campaigns to increase revenue
- Assist in writing press releases for product launches, upcoming events and other announcements

- **Mustad Fishing**

Digital Marketing and E-Commerce Manager – (December 2020 – January 2022)

- Grew e-commerce storefront sales by 30% in comparison to the same time period last year
- Increased Mustad Fishing's Instagram following by 7.1% in less than a year, as well as increased profile actions by 189%, impressions by 84% and engagement by 80%
- Increased TUF-LINE's Instagram page engagement by 346%, impressions by 148% and profile actions by 67%
- Shot over 900 GB of lifestyle videography and photography in 3 shoots, totaling 7 days
- Helped grow mailing list by over 19,500 subscribers in less than a year
- Started SMS campaign strategy resulting in high return
- Schedule monthly promotions and giveaways to drive sales and grow our mailing list
- Design graphics for the marketing of sales and giveaways, as well as assist with other design projects when needed
- Create e-mails to send to our growing database of consumers and dealers
- Post to Mustad and TUF-LINE social media channels and respond to direct messages within the platforms, including Instagram, Facebook, and TikTok
- Film and produce video content to support products and promote the brand

- Shoot and edit high-quality images to be used in marketing materials
- Assist in recruiting new affiliates to our program and help place sample orders for affiliates
- Run ads via Facebook and Google Ads to increase brand awareness and drive traffic to the website
- Make minor changes to the website, including updating images and designing simple pages (not using code)
- **Remington Arms Company**
Social Media Specialist – (February 2020 – October 2020)
 - Help run social media accounts for 5 brands: Remington Arms Company, Marlin Firearms, Barnes Bullets, Advanced Armament Corporation, and Dakota Arms (Over 1.5 million fans total on Facebook and over 860,000 on Instagram)
 - Aided in the growth of Instagram engagement by over 290% and impressions by over 200% (between all 5 platforms combined)
 - Aided in the growth of Facebook engagement by over 400% and impressions by 250% (between all 5 platforms combined)
 - Use Sprout Social weekly to schedule content for the Remington and Marlin Facebook and Instagram accounts
 - Reply to comments and respond to DM's from consumers on a daily basis to build relationships
 - Assist in finding and recruiting brand ambassadors
 - Send swag items to social media fans to help create loyal consumers
 - Participate in brainstorming efforts to help bring new ideas to life
 - Help other team members with projects when needed
- **Matt Curtis Real Estate**
Videographer – (November 2018 – February 2020)
 - Film all video projects
 - Edit all content
 - Produce radio ads and podcast
 - Schedule video shoots with agents and clients
 - Responsible for coming up with creative ways to reach our target audience through video
 - Check insights regularly to determine what type of videos are most effective
 - Photograph all new team members*Graphic Designer – (November 2017 – November 2018)*
 - Complete all graphic design projects requested
 - Design all billboards (vinyl and digital)
 - Schedule digital billboards on Lamar's backend
 - Create website wireframes to send to developers
 - Update company trifold, post cards, and other mailers
 - Create graphics for weekly internal newsletters and external email campaigns
 - Ensure that all marketing materials are consistent and match the brand
 - Photography for graphic projects*Social Media Assistant – (August 2017 – November 2017)*
 - Post daily to social media accounts to grow following
 - Review insights to ensure a positive ROI
 - Create social media ads to increase website traffic and gain new leads
 - Design graphics and produce video content for social platforms
 - Assist company owner in brainstorming for new marketing ideas
- **WVTM 13 News – Hearst Television**
Topical Producer – (May 2016 – August 2017)
 - Create daily topical spots for newscasts
 - Produce content for social media platforms
 - Organize and produce content to promote talent on the website
 - Write copy for social media content
 - Help create promotional videos (commercials)
 - Keep brand consistency throughout all projects

- **Baltimore Ravens**

Marketing Department Intern – (July 2014 – August 2014)

- Help with daily set up and break down of training camp
- Interact with fans throughout the day
- Assist with customer relations for upcoming season

Computer Programs / CRM

- Adobe Creative Suite – Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, After Effects, Audition
- Klaviyo / MailChimp / SMSBump
- Google Analytics / Google Ads
- BigCommerce / Shopify / Wix / Wordpress / Squarespace
- Proficient with Sprout Social and Later
- Microsoft Word / PowerPoint / Excel / Outlook

Honors

- Member of the Troy University Women's Golf Team – (2011-2016)
- Troy University Speech Competition – Tied for 3rd – (2012)
- Wrote and published a children's book – *Surfin' Sam Just Will Not Listen* – (2010)

Education

- Bachelor's Degree in Business Administration with a focus in Marketing – Troy University – Troy, Alabama – May 2016

Skills

- FAA Certified Drone Pilot
- Storybrand Workshop – April 2019