

Kailah Peters

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K.P.

I am a poet and marketing professional who uses story-telling skills to captivate audiences. Through my use of data analytics and compelling writing, I am able to propel employer brands.

Experience

ZS

August 2021 - present

Corporate Communications Associate

- Create, schedule, and amplify social content
- Track progress toward goals and report regularly
- Write blogs for ZS.com
- Increased Instagram engagement by 3.9%

Morningstar

Enterprise Support Team Lead

March 2021 - August 2021

Enterprise Support Rep

December 2020 - March 2021

Marketing Intern for the Brand and Marketing team

October 2019 - December 2020

- Managed the day-to-day responsibilities of the enterprise client support team
- Collaborated with teams in global offices including product development, research, marketing, and brand
- Developed MorningStories brand campaigns to further employer brand
- Supported digital brand activation and storytelling through corporate videos
- Wrote copy for employer brand materials including internal emails, blogs, and social media posts seen by over 9,000 employees globally
- Created Social Media data analysis and dashboard reports in Tableau
- Maintained detailed project tracking documents and organized files
- Managed marketing technology including Eloqua, Tableau systems, intranet, and Vimeo

Walker Sands Communications

February 2019 – August 2019

Marketing Intern

- Assisted with event preparation, including attendee briefs, handwritten notes, gift bag creating, and more
- Created tailored email campaigns in Pardot
- Wrote blogs and optimized for SEO
- Developed content for and managed our internal social media
- Organized and updated a variety of email, mailing, and online contact lists, and campaigns

DePaul's Chapter of PRSSA

April 2018- May 2019

Vice President of Digital

- Maintained exPRess Blog and website
- Communicated with members in person, or via email, and social media
- Assisted in hosting a regional conference

FLOS Dental

November 2018 – February 2019

Marketing Assistant

- Created, curated, and scheduled content for social media, and blog
- Managed live online chat feature
- Generated a unique brand voice

Education

DePaul University

2016 - 2020

BA in public relations and advertisement with a minor in creative writing.