

KAILEY OGGERI

CONTACT

(631)-680-5540

KOGGERI2017@FAU.EDU

LINKEDIN: KAILEY OGGERI

PROFILE

I am a confident, driven, and creative individual who has a passion for media and marketing. I am seeking a full-time position as a Client Strategist, where I can apply my knowledge and skills for continuous improvement.

SKILLS

- Google Ads Display Certification
- Google Analytics
- SaaS
- Social media strategy
- Digital Marketing
- Web content development
- Corporate blogging
- Project management
- Layout design
- Photo editing
- Market research
- Notary Public Certification

EDUCATION

BACHELOR OF INTERNATIONAL BUSINESS; MINOR IN MARKETING

FLORIDA ATLANTIC UNIVERSITY | 2017- 2021

GPA: 3.9

EXPERIENCE

ASSISTANT MEDIA BUYER

ICON INTERNATIONAL

- Track, analyze, and communicate key quantitative metrics and business trends to managed partners and vendors
- Monitored media stats to ensure advertisements ran and reached target audience according to preliminary agreements
- Participated in the yearly budget allocation for different mediums and provided the approximate cost of media to help clients cut or add on to existing budget.

LEGAL ASSISTANT;

KATZ BASKIES AND WOLF PLLC | APR 2021- 2022

- Proficient in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) and managing, arranging, and coordinating of executive calendars.
- Maintained a high standard of customer service during high-volume, fast-paced operations.
- Report directly to 7 lawyers with a myriad of responsibilities ranging from legal research, records review, and document management.

MARKETING ASSISTANT

UNIVERSITY PARK | FEB 2019 - MARCH 2021

- Successfully managed three social media accounts (Twitter, Instagram, Facebook) and increased total engagement by 92% in 3 months.
- Conducted keyword research to identify high-volume keywords to target, negative keywords to avoid, and a analysis of competitors' keyword usages.
- Assisted the Marketing Manager in the creation of market campaigns that increased overall sales by 50%.

SOCIAL MEDIA MANAGER

DELTA PHI EPSILON | APR 2017 - MAY 2020

- Generated Social Media graphics and content.
- Attended and lead virtual meetings to brainstorm our marketing initiatives.
- Boosted online following by 700 within the first two months and acquired 40k views over a weekend on TikTok.