



Kailey Blakely

MARKETING SPECIALIST

South Bend, IN

- 574-383-7333
- kaileyblakely95@gmail.com
- www.kaileyblakely.com
- www.linkedin.com/in/kailey-blakely

OBJECTIVE:

Dynamic Marketing Professional with over 2 years of experience driving digital engagement and brand growth. Proven track record of elevating online presence through high-impact creative development and data-backed strategies, including a successful initiative that increased social media engagement by 40% for a professional honors organization. Expert in leveraging Google Analytics, HubSpot, and Meta Business Suite to optimize SEO and audience reach.

ACCOMPLISHMENTS

- Dean's List
- Delta Mu Delta National Honors Society member

EDUCATION

FERRIS STATE UNIVERSITY/SOUTHWESTERN MICHIGAN COLLEGE
Big Rapids, MI • Expected in 05/2026
Bachelor of Business Administration: Digital Professional Marketing
expected graduation May 2026

IVY TECH
South Bend, IN • 01/2019
Associates: Accounting
Graduate 2019

CERTIFICATIONS

- Google Analytics Certification
- Social Media Certified - HubSpot
- Social Listening with Hootsuite

WORK EXPERIENCE

Eye Care Associates Of Michiana - Technician

Mishawaka, IN • 05/2023 - 10/2023

- Operations & Maintenance: Ensured peak equipment performance and safety through diligent operation and routine inspections.
- Technical Problem-Solving: Minimized downtime by rapidly diagnosing and resolving technical issues.
- Workflow Optimization: Collaborated with teams to improve operational efficiency and streamline processes.

M&V Pro Services - Social Media Marketing Assistant

South Bend, IN • 01/2022 - 05/2023

- Strategic Planning: Execute marketing plans and budgets across multiple brands to drive growth.
- Social Media Management: Lead engagement and visibility on Facebook, Instagram, and Yelp.
- Performance Analytics: Monitor ROI and campaign data to optimize marketing strategies.
- Creative Content: Design infographics and write blogs tailored to specific brand voices.
- Multimedia Production: Produce high-quality photography and video for digital platforms.