

KAYLA DAHL MACLEAN

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SELECT WORK EXPERIENCE

Sr. Project Manager

ATEL | June 2021-Present

- Manages project timelines, budgets and action items and ensures continued progress.
- Manages design of sales materials and website development.
- Coordinates with outside vendors and contractors to maintain and progress projects.
- Conducts and assembles market research on competitors and similar products.
- Aids in creating reports for project management support and finance-team support with P&L's.

Project Manager

ATEL | Sept. 2019-June 2021

- Managed project timelines, budgets and action items and ensures continued progress.
- Managed and works on aiding in the creation of product planners.
- Designed and manages stock of letterhead, stationary and customer gifts such as custom Yeti's.
- Aided in creating excel spreadsheets for company forecasting and P&L management.
- Created and implemented company trainings for the sales and engineering teams..

Managing Owner

Hipshift LLC | June 2017-Present

- Manages online store, social media platforms and company website.
- Creates and manages social media content and ads on Facebook and Instagram.
- Bolsters sales through online marketing & SEO tools.
- Ships orders and manages stock of product in-house and with Amazon's FBA program.
- Manages company financing including, but not limited to, P&L reports and taxes.

Administrative Assistant

Polaroid Mobile | Sept. 2018-April 2019

- Scheduled and booked executive level travel for employees and guests.
- Coordinated CEO and department heads' scheduling for meetings and travel.
- Managed office conference rooms and created office meeting agendas.
- Conducted expense reports and managed budgets for supply, event and travel purchases.
- Coordinated new office build out and scheduled build meetings with the Irvine Company.
- Assisted in managing and coordinating special events programming, agendas and catering for in-house meetings and off-site events such as CES.

SELECT WORK EXPERIENCE (continued)

Managing Director & Director of Research and Development

Creating a Village | Dec. 2016-May 2018

- Day-to-day operations including marketing and content development and managing contractors.
- Was responsible for financials and ensuring the company's 501(c)(3) compliance.
- Conducted research and development into market competitors for similar apps and web-based platforms.
- Created and edited content for video and media projects for the app and for social media accounts.
- Developed content for company website and app through research on current knowledge and best practices.
- Utilized video and written media to convey information to our audience.

Marketing & Administrative Assistant

Dahl Consulting Inc. | Sept. 2015-May 2017

- Managed company tier sheets and consultant files.
- Edited photos and copy for the newsletters, surveys and other email mailers.
- Performed audits and onboarding exercises for consultants and employees.
- Updated work orders and work order reporting for the finance department.
- Assisted the HR department with benefits reporting and managing tier sheets.

Production Assistant

Hubbard Broadcasting Inc. | Nov. 2015-Dec. 2016

- Managed anchors, reporters and meteorologists on-set.
- Operated cameras on live, fast-paced newscasts, and special tapings.
- Sorted and managed scripts for anchors and reporters while on-set.
- Setup green screen, set pieces, and equipment for special shoots.
- Worked on cameras and assisting on-set management for location package and live shoots.

EDUCATION

Chapman University

B.F.A Film Production, Emphasis in Production Design
Minor in Psychology

TECHNICAL + SOFTWARE SKILLS

Website Development & Design | Microsoft Office | Keynote | Pages for Apple | SketchUp | Final Cut | AVID | Movie Magic Scheduling & Budgeting | Adobe Creative Cloud | Office Copy & Fax Machines | Zenefits | Constant Contact | ADP & Paychex Admin Consoles | Celtx | Knows IRS Tax Forms and Law | Experience with employee onboarding | Wordpress | Wix | Facebook Ads | Instagram Ads | YouTube Studio | Canva | Google G Suite and Analytics | Shopify

WEBSITE DEVELOPMENT REFERENCES

www.GrowingUpAnxious.com | www.Hipzbag.com | www.CreatingAVillage.org | www.ATEL-USA.com

LinkedIn Profile: www.linkedin.com/in/kayladahl/

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