
KAYLA DAHL MACLEAN

St. Paul, MN
e: kaylajdahl@gmail.com

WORK EXPERIENCE

Managing Owner | June 2017-Present

Hipshift LLC, San Clemente, CA

- Manages online store, social media platforms and company website.
- Creates and manages social media content and paid ads on Facebook, Instagram and Amazon.
- 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.

Sr. Project Manager | June 2021-August 2023

Project Manager | Sept. 2019-June 2021

ATEL USA, Newport Beach, CA

- Managed project timelines, budgets and action items to ensure project milestones were met.
- Managed technical acceptance for IoT devices, including devices certified on Verizon ODI.
- Coordinated with outside vendors and contractors to manage project progress with budgets up to \$300k.
- Conducted and assembled market research on competitors to expand our GTM strategy.
- Managed product planners for at least ten (10) projects at any given time.
- Designed marketing materials such as company decks, social media campaigns and letterhead.
- Aided in creating excel spreadsheets for company forecasting and P&L management.
- Created and implemented more than 12 company training modules for the sales and engineering teams.

Administrative Assistant | Sept. 2018-April 2019

Polaroid Mobile, Irvine, CA

- Scheduled and booked executive level travel.
- Coordinated CEO and department heads' scheduling for meetings and travel.
- General office management for 30+ employees.
- Executed expense reports and managed budgets up to \$500k for supply, event and travel purchases.
- Assisted in managing and coordinating special events programming, agendas and catering for in-house meetings and off-site events such as CES.

Managing Director & Director of Research and Development | Dec. 2016-May 2018

Creating a Village, San Clemente, CA

- Day-to-day operations including marketing, 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.

Kayla Dahl | growingupanxious.com | kaylajdahl@gmail.com

SELECT WORK EXPERIENCE (continued)

Marketing & Administrative Assistant | Sept. 2015-May 2017

Dahl Consulting Inc., Saint Paul, MN

- 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 | Nov. 2015-Dec. 2016

Hubbard Broadcasting Inc., Minneapolis, MN

- 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 (2015)
Minor in Psychology

Certifications

Life Coaching from Transformation Academy
Stress Management Life Coaching from the Empowerment Expert Academy
CBT Life Coach: Anxiety Specialty from Coaching Studies Academy

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 | Squarespace | Facebook Ads | Instagram Ads | YouTube Studio | Canva | Google G Suite and Analytics | Shopify | T-Mobile Non-Stock and Verizon ODI Certification Experience |

WEBSITE DEVELOPMENT REFERENCES

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

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