

Kayla L. Kowal

PROFESSIONAL SUMMARY

Strategic marketing leader with a passion for creating impactful experiences that build brand loyalty and elevate brand presence. From large-scale trade shows to community events, I unite teams, engage audiences, and deliver results through creativity and precision. With proven expertise in event strategy, social media, and digital marketing, I lead with vision and collaboration to execute campaigns that inspire connection and drive measurable growth.

EXPERIENCE

Cape Yachts, South Wharf Yacht Yard & Nauti Jane's Boat Rentals - Events & Social Media Coordinator

South Dartmouth, MA • 08/2024 - 09/2025

- Designed and executed a year-round event calendar, hosting up to 10 in-house events across multiple sites and managing 2 regional boat show activations.
- Led full-cycle planning for both on and off-site events – handling everything from contracts and vendor coordination to booth design and on-site execution.
- Managed and grew the digital presence across 4 major platforms for 3 brands consistently driving engagement and further reach.
- Built and executed multi-channel digital campaigns aligned with seasonal priorities and product launches.
- Partnered with finance to track marketing spend and adjust strategy based on performance metrics.
- From 7-10 in house events, an ROI percentage over 100% was created for more than half of the events.
- Maintained a 10% growth rate on main social media accounts.
- Coordinated with a team of 5 or more for event set up and break down.
- Collaborated across the executive leadership team to execute marketing initiatives.

Unity Park - Marketing Coordinator

Bristol, RI • 04/2023 - 08/2024

- Created Unity Park's digital identity from the ground up, including launching social channels and building the park's first website.
- Coordinated with over 20 vendors for successful multi-partner event production.
- Played a central role in establishing the park as a community hub through smart marketing and thoughtful events.

Parsonskellogg - Marketing Internship

East Providence, RI • 01/2024 - 05/2024

- Produced 50+ interactive product catalogs, with strategic website backlinks, to drive traffic and online conversations.
- Captured professional product photography for social distribution, significantly boosting

CONTACT

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KEY SKILLS

- Strategic Planning
- Leadership
- Event Management
- Content Strategy
- Brand Development
- Vendor Relationships
- Budget Management & ROI Tracking
- Digital Marketing Strategy & Execution
- Community Engagement
- Client and Stakeholder Relations
- CRM

EDUCATION

BS: Marketing Communications
Roger Williams University,
Gabelli School of Business

Bristol

(AACSB Accredited)

website engagement.

- Created monthly content calendars that tied into marketing goals
- Supported cross-functional teams in delivering cohesive content across social media channels.

East Bay Sailing Foundation - Assistant Program Director/ Head Coach

Bristol, RI • 08/2021 - 10/2023

- Led a 25- person seasonal team, supporting hiring, training, and program development.
- Balanced operations, branding and mentorship- all while promoting culture of excellence and community.
- Elevated the foundation's image through custom graphics and engaging posts on Instagram and Facebook.
- Created a healthy donator pool to help support financial expenses of a 401c non-profit.

Flux Marine - Marketing and Events Internship

Bristol, Rhode Island • 06/2023 - 08/2023

- Increased reach on Instagram and Facebook by 655% through targeted content strategies.
- Organized media days, managing logistics and production assets for brand consistency.
- Leveraged storytelling techniques with visuals to engage audiences effectively.
- Coordinated setup and breakdown for boat shows in collaboration with Sales and Marketing Director.

ChickMedia - Media Internship

South Hadley, MA • 02/2023 - 05/2023

- Conducted in-depth interviews with female-owned businesses to enhance blog features.
- Authored engaging blog articles that resonated with target audience, increasing brand visibility.
- Created personalized content to strengthen brand identity and outreach effectiveness.

ACCOMPLISHMENTS

- **Wellcraft's Top Marketer Award:** Led initiatives that helped Cape Yachts earn the Top Marketer Award at Wellcraft's dealer meeting. The business was recognized for standout events such as Yachtoberfest and for driving brand presence through creative, results-driven social media initiatives.
- **Beneteau America's Best in Show Award:** Led event managing efforts that helped Cape Yachts earn this award for a standout boat show activations.