

Kallie Koumalats

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About

I'm an accomplished digital marketer who maximizes resources to create content that engages diverse audiences by using current SEO best practices, Google Analytics, and various metrics to analyze campaigns.

Experience

Adjunct Senior Digital Marketing Specialist • Education Service Center Region 13 **October 2022 - Present**

Managed Google Ad/Ad Grant campaigns and orchestrated successful paid social media campaigns. Formulated and executed comprehensive marketing plans for diverse audiences.

- Developed a lead generation campaign with a 10.3% conversion rate

Digital Marketing Specialist • Education Service Center Region 13 **June 2019 - September 2021**

Increased sales through PPC campaigns, developed an SEO guide, and optimized email campaigns. Successfully implemented a long-term marketing strategy and content calendar.

- Grew our blog traffic by 518% compared to previous year's snapshot

Elementary School Teacher • Leander ISD **August 2017 - May 2019**

Utilized data to adjust instruction through continuous monitoring of student success and challenges. Managed multiple projects at the same time while focusing on the overall goal.

- Facilitated student achievement growth on state reading assessment from 88% to 92% in one year

Education

Digital Creative Institute **January 2019 - August 2020**

96% average grade • Varied coursework in digital marketing • Continuous learning with leaders in the field

BA, Psychology • Texas A&M University **December 2013**

3.96 cumulative GPA • Graduated Summa Cum Laude • Liberal Arts Honors • Psychology Honors

Skills

Professional Scrum Master, Pardot, Salesforce, Google Analytics, Google Ads, Hubspot Marketing Software, Microsoft Office applications, email marketing, content strategy, search engine marketing, search engine optimization, and social media marketing.

Volunteer Experience

My purpose in life is to use my talents to serve others. That led me to become a volunteer ESL teacher through El Buen Samaritano, deliver meals through Meals on Wheels of Central Texas, and help organize Coach's Night through Capital City A&M Club.