

Kaila Cornejo

Email: Kkailacornejo@gmail.com | Phone: +1(808) 748-1070

<https://kkailacornejo.wixsite.com/portfolio>

Objective

An independent and self-motivated individual with a Marketing bachelor's degree with experience in digital marketing and graphic design.

Education

Study Abroad Program at Istituto Lorenzo de' Medici, Italy

University of Hawaii, Manoa - *Shidler College of Business*

GPA: 3.34

Bachelor's Degree: Marketing

Work Experience

Pacific Hair Solutions - Waikiki

Technician assistant & Secretary

August 2021 – May 2022

- Reply to client emails, answer phones, schedule appointments, prepare client contracts, process payments, provide excellent customer service
- Wash, style and prepare hair pieces for clients
- Disinfect tools, organize and clean store, take inventory of merchandise

Compact Resource Foundation

April 2021 - November 2021

Social Media Manager

- NGO Internship with Canadian-based charity organization
- Create Instagram account, organize photographs, manage and schedule posts

Impresiones Gran Escala

October 2022 - October 2025

Website builder (design & layout) & Social media content manager

- Create website using Wix
- Worked with marketing manager to organize information and pictures on the pages, use company's logo color scheme

- Organized photos and videos. Use of Canva and Adobe Photoshop to design creative content for Instagram and Facebook
- Designed logos, stickers, etc. to be printed as a Freelancer
- Used google analytics to analyze website traffic, clicks, and performance of website
- Used Google Ads to boost website traffic and clicks to gain more potential clients for company

Impresiones Gran Escala

October 2022 - October 2025

Graphic Designer & Printer

- Daily management of clients, assuring effective communication and loyalty to clientele
- Creation of graphic designs for digital and physical campaigns such as logos, banners, billboards, adapted to different formats and audiences
- Collaboration with marketing manager for content organizing, campaign planning and use of company identity in social media
- Optimization of visual communication processes, integrating graphic strategies in promotions and publicity

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Computer Skills

- Proficient in Adobe Photoshop, Illustrator, Premiere Pro
- Proficient in Microsoft Office (Word, PowerPoint and Excel)
- Proficient in Google Drive (Docs, Slides, Forms)
- Proficient in Monday, Slack, Outlook, Canva, Adobe Photoshop
- Proficient in all social media applications
- Proficient in website building with WIX

Language Skills

- English - Fluent in reading, writing and speaking
- Spanish - Fluent in reading, writing and speaking
- Italian - Intermediate
- French - Intermediate