

Kaitlyn Wynn

(405) 754-7559
wynnkaitlyn@gmail.com

Experienced Marketing Analyst with skillfulness in coordinating large-scale events and leading marketing initiatives. Skilled in event logistics, vendor management, and executing complex events, including hiring events and military conferences. Proven ability to develop timelines, manage budgets, and deliver projects on time, with a focus on problem-solving and continuous improvement. Proficient in graphic design and producing materials to support marketing efforts and boost morale. Strong background in project management, data analysis, and documentation.

EXPERIENCE

Tinker Air Force Base, Marketing Analyst

3001 Staff Dr., Midwest City, OK 73145

Employer- Carrie Burton (405) 589-6772

JULY 2023 - PRESENT

MARKETING & GRAPHIC DESIGN

Lead nationally showcased marketing efforts for 76 PMXG engine department capabilities, including content creation, brand management, graphic design, marketing analysis and communication with military and civilian PMXG leadership.

Collaborated cross-functionally with marketing, sales, labor and product/materials teams to analyze customer segmentation data and tailor marketing strategies to target specific customer segments effectively.

Provided actionable insights and recommendations to supervision based on data analysis to inform strategic decision-making processes, resulting in improved marketing campaign performance and increased revenue.

Produced engaging marketing material, including brochures, posters, flyers, and social media graphics, achievement coins, etc., to support promotional campaigns, effectively communicate key messages and highlight capabilities to target audiences, and increase group morale.

Managed multiple design projects simultaneously, prioritizing tasks and meeting tight deadlines while maintaining the highest standards of quality and creativity.

Conducted thorough research and trend analysis to stay current with design trends, emerging technologies, and industry best practices, incorporating innovative design elements into projects to keep designs fresh and relevant, while still in keeping with Air Force and military formats and standards when necessary.

SKILLS

Event Planning/Management
Process Implementation
Budget Management
SEO
Social Media Marketing
Client/Stakeholder Relations
Digital Marketing
Content Creation
Brand Management
Adobe Creative Cloud
(Photoshop, InDesign, Illustrator, etc.)
Graphic Design
Campaign Strategy
Strong Communication
Complex Problem Solving
Delegation
Computer Skills (Microsoft, Excel, Typing, etc)
Clerical Work
Public Speaking/Briefing
Teamwork/Leading
Inventory Management

Help transcribe and validate process guides for all areas of expertise. Performed and improved Microsoft Excel, Power Point, and Word skills in order to complete daily mission goals.

Maintained detailed documentation and tracking systems to ensure up-to-date and transparent details on project and tasker status are available for reference at all times.

EVENT PLANNING

Successfully planned and managed **50+ hiring events** by cultivating scoring criteria, assembling supervisory panels to grade resumes, scheduling and monitoring interviews, working closely with supervision to ensure authentic results, and upholding all diversity and equality standards.

Successfully planned and executed **out-of-state, nation-wide conferences** for high-ranking military officials to discuss future propulsion workload implementation across the airforce.

Coordinated **end-to-end event logistics**, including venue selection, catering, audio-visual setup, and vendor management, for collaborative events.

Developed detailed event timelines and schedules, ensuring all activities were executed on time and within budget, resulting in a **95% on-time completion rate**.

Quickly resolved unforeseen challenges (e.g., vendor delays, last-minute cancellations) with creative, solution-oriented approaches, ensuring events proceeded smoothly without impacting guest experience.

Continuously compiled and updated event metrics and analyzed post-event feedback to evaluate success and address any issues in order to provide actionable insights for continuous improvement.

Tinker Air Force Base, Pathways Student Intern

3001 Staff Dr., Midwest City, OK 73145

Employer- Brett Wilson (405) 808-8226

SEPT 2021 - JULY 2023

Produced engaging marketing material, including brochures, posters, flyers, and social media graphics, achievement coins, etc., to support promotional campaigns, effectively communicate key messages and highlight capabilities to target audiences, and increase group morale.

Managed multiple design projects simultaneously, prioritizing tasks and meeting tight deadlines while maintaining the highest standards of quality and creativity.

Gained knowledge of data products covering whole engine, exchangeables, and partnership workloads.

Helped analysts provide technical engine data collection, procedural, and

AWARDS

Employee of the Quarter FY 2023 at Tinker Air Force Base

Distinguished Diploma at the University of Oklahoma.

Academic Excellence Scholarship at the University of Oklahoma.

Humanities Academic Excellence Scholarship at Rose State College.

Valedictorian for the 2019 class of Harrah High School.

Oklahoma Academic Allstate for Girls' Basketball at Harrah High School in 2019.

reporting support in management control.

Gained knowledge on business advice, guidance, and assistance to technical/program personnel, functional commanders, and business regarding issues.

Observed analysts creation of weekly analysis for production data in support of weekly, monthly, and bi-monthly meetings.

Observed meetings that established and implemented requirements for manpower programs to ensure operations are in line with regulatory and physical requirements, support goals, and mission requirements.

Gained knowledge of engine management and movements, forecasting assets, and daily whole engine production.

Help transcribe and validate process guides for all areas of expertise. Performed and improved Microsoft Excel, Power Point, and Word skills in order to complete daily mission goals.

OU Student Media, OU Daily — Advertising Executive

860 VAN VLEET OVAL, ROOM 340, Norman, OK 73019

Employer- Heather Howard (405) 325-2521

MAY 2021 - SEPT 2021

Gained knowledge of digital marketing strategies including content marketing, online advertising, mobile marketing, search engine optimization, etc.

Assessed client needs to determine the best options for advertising and prepare options for review.

Prepared and processed contracts for new and ongoing advertising work.

Completed all tasks promptly and with minimal oversight.

Closed sales by explaining benefits of advertising strategies to customers and overcoming objections.

Maintained assigned accounts while working to develop new accounts.

Maintained customer satisfaction, quickly resolving issues and offering assistance.

EDUCATION

Bachelor's of Arts in Public Relations with Distinction,
University of Oklahoma - *May 2023*

Associate of Liberal Arts, Rose State College - *Dec 2021*

Harrah High School, Distinguished Diploma - *May 2019*

REFERENCES

Professor Carla Holmes - *University of Oklahoma*, Associate
Director of Professional Graduate Programs

PHONE: (214) 676-5906

EMAIL: CARLA.HOLMES@OU.EDU

Jessica Elmore - *Tinker AFB*, MXDS Director
Tinker, AFB

PHONE: (405) 997-8450

Brett Wilson - *Tinker AFB*, Pathways Intern Supervisor
Tinker, AFB

PHONE: (405) 808-8226

Heather Howard - *OU Daily*, Advertising Faculty Director

PHONE: (405) 325-2521

David Potts - *Tinker AFB*, Flight Chief

PHONE: (405) 226-4655