

KAYLIA GEELAN

Chief Marketing Officer

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LINKS

[linkedin.com/in/kayliageelan](https://www.linkedin.com/in/kayliageelan)

SKILLS

Marketing

Advertising

Public Relations

Branding

Market Research

Social Media Marketing

LANGUAGES

English

Arabic

HOBBIES

Listening to music

Watching television

Reading

EMPLOYMENT HISTORY

● Chief Marketing Officer at Pella Corporation, IA

Jun 2022 - Present

- Led the development and execution of a successful rebranding initiative that increased brand awareness by 25% and drove an increase in sales of 20%.
- Developed an innovative marketing campaign that generated \$10 million in new revenue within 6 months.
- Successfully launched 3 new product lines, each generating over \$1 million in annual revenue.
- Managed a team of 50+ marketing professionals and achieved yearly objectives within budget.
- Grew customer base by 15% through targeted market research and analysis resulting in effective campaigns targeting specific demographics. □
- Implemented cost-saving measures that reduced overall marketing expenses by 10%.

● Senior Marketing Manager at Principal Financial Group, IA

Aug 2020 - Apr 2022

- Led a team of 4 direct reports and 10 indirect reports.
- Developed and executed marketing plans that generated \$12M in annual revenue.
- Grew market share by 2% year over year for 3 consecutive years.
- Launched 5 successful product lines with total sales exceeding \$8M.
- Managed budgets totaling \$4M annually.

● Marketing Manager at MidAmerican Energy Company, IA

Jul 2015 - Jul 2020

- Increased sales by 20% through development and execution of innovative marketing campaigns.
- Successfully launched 3 new products, resulting in increased market share.
- Developed and implemented customer loyalty program which resulted in a 5% increase in customer retention.
- Managed annual budget of \$2M, staying within allocated amount while still achieving objectives.
- Created and executed social media strategy that generated over 100,000 new followers across all platforms.
- Designed and oversaw production of all print collateral including product catalogs, brochures, flyers etc.

EDUCATION

Bachelor of Science in Marketing at University of Iowa

Aug 2010 - May 2015

Some skills I've learned are: marketing research, planning and strategy, brand management, digital marketing, and customer behavior.