


# Kayana Demaro

## Promotions Manager

I am a Promotions Manager with over 5 years of experience in the industry. I have a proven track record of success in managing and executing promotional campaigns for my clients. I am an expert at developing creative concepts, negotiating contracts, and working within budgets. My strong communication and project management skills allow me to effectively manage multiple projects simultaneously while maintaining high levels of quality control.

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1600 Pennsylvania Ave,   
Washington, PA 15301

### Education

#### Bachelor of Science in Marketing at University of Pennsylvania

Aug 2013 - May 2017

Some skills I've learned are effective communication, teamwork, and time management.

### Links

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

### Skills

Marketing 

Advertising 

Promotions 

Event Planning 

Public Relations 

Sales 

### Languages

English 

French 

### Employment History

#### Promotions Manager at PNC, PA

Mar 2022 - Present

- Successfully managed and executed promotional campaigns for 3 major products, which increased sales by 25%.
- Created and implemented a successful social media strategy that increased brand awareness by 50%.
- Successfully negotiated contracts with vendors, resulting in a 20% cost savings.
- Managed a team of 4 direct reports and 10 indirect reports.
- Trained 2 new employees on the company's promotional strategies and procedures.
- Achieved 100% compliance with all internal policies and procedures.

#### Assistant Promotions Manager at Comcast, PA

Jul 2017 - Feb 2022

- Led a team of 4 in executing promotional campaigns for new product launches that resulted in a 20% increase in sales.
- Ideated and executed an on-ground activation campaign during the holiday season that garnered 2 million impressions.
- Managed end-to-end execution of 5 successful trade shows with over 10,000 visitors each.
- Negotiated and secured sponsorship worth \$50,000 from XYZ Corporation for our annual charity event.
- Led a cross-functional team of 15 members to develop creative concepts for 6 client pitches – all of which were won by our agency!.
- Successfully managed budgets totaling \$1.2 million across all projects under my purview.

### Certificates

#### Certified Promotions Manager (CPM)

Aug 2020

#### Certified Event and Promotions Planner (CEPP)

Mar 2019

### Memberships

American Marketing Association

Promotional Products Association International