

Kayla Marthaler

Purpose-driven marketing leader with 5+ years of experience leading integrated campaigns and omnichannel brand storytelling. Adept at building strategies that drive engagement, elevate mission-aligned initiatives, and deliver measurable social and environmental impact. Brings deep experience in cross-functional collaboration, performance marketing, and translating complex issues into compelling narratives that inspire action. Known for delivering high-impact results in fast-paced mission-driven environments.



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Work Experience

Marketing Campaign Manager

Resonate — Oct 2024 - Present

Reston, VA

- Leads multi-channel strategy and execution for brand and thought leadership campaigns across digital, social, and event marketing platforms, targeting more than 250K B2B stakeholders.
- Manages internal and external creative teams to develop and deliver content aligned with brand goals and audience segmentation strategies.
- Built and launched department-wide SOPs and toolkits to ensure consistency in corporate storytelling, creative quality, and campaign performance.
- Reduced average CPA by 18% and increased CTRs by 22% within 6 months through A/B testing and full-funnel performance analysis.

Digital Marketing Specialist

Nokian Tyres — Dec 2023 - Oct 2024

Essex Junction, VT

- Directed the launch of winter road safety awareness campaigns with regionally customized messaging across North America and Scandinavia.
- Independently managed creative development, partner briefings, and regional amplification plans for earned, paid, and social channels.
- Developed and implemented campaign reporting frameworks to align communications goals with environmental safety metrics.
- Enhanced internal visibility of impact through cross-functional communications tools and campaign recaps for brand and sustainability teams.

Integrated Marketing Specialist

Emerson — Sept 2022 - Jan 2024

Chanhassen, MN

- Supported national brand campaigns for clean-tech and sustainable industrial solutions.
- Aligned creative storytelling with ESG and product launch narratives across print, digital, and internal communication platforms.
- Contributed to stakeholder engagement decks, campaign calendars, and executive messaging aligned with sustainability KPIs.
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Education

Wartburg College

Waverly, IA

BA, Multimedia Journalism and Public Relations; Minor in Marketing

Skills

- Content Strategy & Performance Optimization
- Cross-Functional Liaison & Stakeholder Management
- Marketing Analytics
- Omnichannel Campaign Execution
- Copywriting & Creative Briefing
- Brand Strategy & Audience Segmentation
- Project & Calendar Management (Asana, Adobe Workfront, Monday.com)
- Budget Oversight & KPI Reporting

Certifications

- Google Ads Display; ISS. May 2024
- Google Ads Search; ISS. May 2024
- Google Ads Video; ISS. May 2024
- Hootsuite Platform; ISS. Apr 2024
- HubSpot Marketing Software; ISS. Mar 2024

Languages

English (Fluent)

French (Intermediate)

Swedish (Intermediate)