Kaylyn Bucknor, MBA

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Professional Summary – Creative and analytical brand strategist with experience delivering tailored marketing solutions and managing large-scale projects. Known for optimizing processes, delivering polished creative assets, and driving strategic brand initiatives. Passionate about entertainment, problem-solving, efficiency, and fostering long-term partnerships.

Education

**Master of Business Administration – Marketing & Entrepreneurship** | Loyola Marymount University, Los Angeles, CA

**Bachelor of Business Administration – Marketing & M-School Content Creation** | Loyola Marymount University, Los Angeles, CA

**HONORS** | Summa Cum Laude • Alpha Sigma Nu • Beta Gamma Sigma • Dean’s List • Entrepreneurial Star

Signature Strengths & Competencies

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| --- | --- |
| Leadership | Analytics • Collaboration • Communication • Creativity • Critical Thinking • Detail-Oriented • Flexibility • Organization • Problem Solving • Project Management and Reporting • Record Inventory • Research • Strategy • Team Management • Time Management |
| Management | Brand Integrations • Brand Management • Celebrity Endorsements • Co-Promotions • Events • Influencer Marketing • Licensing • Marketing Campaigns • Partnerships • Product Design and Development • Product Placement • Sponsorships • Spot Production • Website Design |
| Technology | Adobe Illustrator • Adobe Photoshop • Box • Canva • Dropbox • Facebook • Google Workspace • HubSpot • Instagram • Monday.com • Office 365 (Excel Certified) • Sprout Video • TikTok • Video Editing |

Work Experience

Hollywood Branded – Los Angeles, CA | February 2024 – present

**Senior Coordinator, Brand Partnerships**

* Senior coordinator on top accounts managing product placements, brand integrations, and pop culture partnerships
* Company-wide graphic design lead for decks, product design, e-commerce and retail marketing materials, video projects, case studies, merchandise, website design, etc.
* Sole intern manager across client, production, sales, and social media projects
* Project management and communication between clients, studios, networks, agencies, and vendors to expedite project progression
* Entertainment industry event attendance for project management, networking, and content capturing
* On-set logistics and co-management for brand partnership success
* Inventorying to ensure accurate and organized warehouse and digital records

Hollywood Branded – Los Angeles, CA | April 2023 – January 2024

**Associate Coordinator, Brand Partnerships**

* Lead designer for marketing materials; i.e. pitch decks, PR boxes, insert and business cards, and product mockups
* Tracked client agendas; assets; and pending, confirmed, and upcoming projects via monday.com
* Facilitated communication between clients, studios, and networks to expedite project progression
* Attended industry parties and events to promote Hollywood Branded services and build client network
* Coordinated on set logistics between client, production, and talent to ensure brand partnership success

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* Conducted influencer research and interviews to determine brand partner fit
* Recorded inventory to ensure accuracy and organization of warehouse and digital records
* Produced written blog content for Hollywood Branded via HubSpot

Loumi Skincare – Los Angeles, CA | January 2022 – April 2022

**Freelance Account Coordinator**

* Provided personalized guidance regarding improved brand management and cross-platform social media strategies
* Communicated with client to ensure all strategic, creative, and logistical needs were met
* Ideated content creation concepts and developed them using graphic design platforms
* Engaged with target community on Instagram to increase brand awareness, conversion, and consumer loyalty
* Scouted influencers and negotiated promotion for client’s brand; ex. giveaways and reviews

Innovative Influence – Chicago, IL (Remote) | November 2020 – February 2021

**Social Media Marketing Intern**

* Developed social media marketing concepts for multiple clients to promote brand growth and customer retention
* Curated monthly content calendars for Instagram to increase social media presence and promote community building
* Generated multiple email marketing templates for paid ad campaigns to attract new consumers and retain current ones
* Analyzed Sprout Social performance insights to inform social media and content creation marketing strategy
* Coordinated community outreach on Instagram to increase engagement and brand visibility
* Located micro-influencers via Instagram and negotiated promotion timelines and details for clients’ brands

Baby & Buddy Animal Rescue – Wheaton, IL (Remote) | August 2020 – December 2020

**Social Media Marketing Intern**

* Produced marketing content to promote engagement across multiple social media platforms
* Increased social media followers by 59%
* Designed merchandise copy and graphics
* Negotiated influencer partnerships and outreach efforts for fundraising support
* Kept brand website up-to-date regarding new adoption, foster, volunteer, and donation opportunities

The Fox Magazine – Los Angeles, CA | January 2020 – April 2020

**Social Media Specialist**

* Discovered global talent to collaborate with and feature in magazine and on all digital platforms
* Scheduled content calendar for Instagram posts and stories
* Promoted community outreach to increase engagement and visibility