

Kaylyn Bucknor, MBA

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PROFESSIONAL SUMMARY

Brand marketer and designer with experience shaping high-impact campaigns and co-branded partnerships. I bring a unique blend of creative instinct, strategic thinking, and business acumen - crafting work that builds brand equity, enhances visibility, and drives engagement. Skilled in design execution, branding, and content creation, with hands-on experience in packaging, POS, digital campaigns, and brand integrations. My work spans a wide range of brands, studios, and talent - including Prime Video, Disney, Paramount, Hello Sunshine, Pilot Pen, Govee, Aurezzi, St. Dalfour, OneRepublic, and DJ Khaled - delivering cultural relevance and breakthrough creative across digital, retail, and experiential channels. Brand partnerships and their campaigns have **generated over 265.74M media impressions**, spanning linear, digital, social, paid, and influencer channels - driving **\$15.32M+ in earned media value**, **8.26M PR hits**, an average of **120% increase in search volume**, and an average of a **25% boost in sales**.

EDUCATION

Master of Business Administration, Marketing & Entrepreneurship | Loyola Marymount University, Los Angeles, CA
Bachelor of Business Administration, Marketing & Content Creation | Loyola Marymount University, Los Angeles, CA
Honors | Summa Cum Laude • Dean's List • Entrepreneurial Star
Memberships | Alpha Sigma Nu • Beta Gamma Sigma • M-School Institute of Marketing

WORK EXPERIENCE

Hollywood Branded - Los Angeles, CA (Hybrid)

Associate Manager, Brand Partnerships | September 2025 - present

Senior Coordinator, Brand Partnerships | February 2024 - September 2025

Associate Coordinator, Brand Partnerships | April 2023 - January 2024

- Lead visual and creative execution for client accounts and their campaigns, including pitch decks, packaging, digital assets, influencer briefs, case studies, and campaign recaps
- Manage strategic development and visual storytelling across brand integrations, licensing and co-promotional brand partnerships, celebrity endorsements, influencer programs, and other entertainment initiatives, seeing projects from conception through execution
- Co-lead the licensing & co-promotion vertical, making pitches to clients and partners, and shaping pitch decks, campaign strategy, and additional client-facing deliverables
- Concept, design, and produce branded merchandise and promotional materials for internal and client campaigns
- Produce branded recap videos and multimedia assets to highlight campaign performance and engagement
- Drive agency-wide creative alignment through development of templates, design systems, and visual QA processes
- Guide Hollywood Branded's social media strategy and brand voice in collaboration with external consultants
- Mentor interns and junior staff across creative, client services, and operations

Loumi Skincare - Chicago, IL (Remote) | January 2022 - April 2022

Freelance Account Coordinator

- Supported brand strategy and creative execution across digital channels, with a focus on improving social presence and visual consistency
- Served as the primary client contact, aligning day-to-day deliverables across creative, content, and operational needs
- Conceptualized and designed digital content using graphic design tools (e.g., Canva, Adobe Suite) to align with brand goals and seasonal campaigns
- Created and managed social media content to engage target audiences, increase brand awareness, and drive conversions
- Collaborated on influencer research and outreach to support visual storytelling and brand visibility through giveaways and product placements

Innovative Influencer - Chicago, IL (Remote) | November 2020 - February 2021

Social Media Marketing Intern

- Developed customized social strategies for multiple clients, aimed at boosting brand growth, retention, and digital engagement
- Built monthly Instagram content calendars and designed corresponding assets to strengthen brand identity and foster community
- Created visually engaging email templates for paid marketing campaigns focused on customer acquisition and retention
- Leveraged Sprout Social analytics to optimize content performance and audience targeting across platforms
- Managed Instagram community outreach to increase visibility, spark interaction, and support brand affinity
- Supported micro-influencer activations by sourcing talent, coordinating deliverables, and aligning content with brand voice

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

Brand Management Intern

- Created social-first content across Instagram, Facebook, and Twitter to boost brand awareness and community engagement
- Increased social media following by 59% through targeted content, community interaction, and platform-specific strategy
- Designed branded graphics and merchandise assets, pairing visuals with compelling copy to support fundraising and outreach
- Supported influencer collaborations to amplify campaign reach and drive donation-based engagement
- Maintained and updated website content related to adoption, fostering, volunteering, and donor initiatives

The Fox Magazine - Los Angeles, CA (Remote) | January 2020 - April 2020

Social Media Specialist

- Sourced and secured global creative talent for editorial features across print and digital channels
- Managed Instagram content calendar, ensuring consistent and strategic post and story scheduling
- Led community engagement efforts to boost brand visibility and audience interaction

TOOLS & PLATFORMS

Adobe Illustrator • Adobe InDesign* • Adobe Photoshop • Asana* • Box • Canva • Critical Mention* • Dropbox • Facebook • Flowhaven • Google Workspace • HubSpot • Instagram • Klear* • Microsoft Office (Excel Certified) • Monday.com • Qualtrics* • Sprout Social* • Sprout Video • Tableau* • TikTok - *Basic proficiency