

## Kiki Baxter

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## Summary

Experienced professional with a strong background in marketing, events, and communications, specializing in luxury travel, international education, and real estate sectors. Demonstrated success in executing campaigns for esteemed brands such as National Geographic, Smithsonian, Harvard University, Oxford University, and Yale University.

## Florida Atlantic University

Bachelor of Arts, Journalism | Bachelor of Arts, Psychology

## Core Competencies

- Branding, Graphic Design, Photography
- Marketing: Digital Marketing, Email Marketing, Google Analytics, Marketing Campaign Management, Social Media Marketing
- Event & Project Management: Event Management and Production, Project Management
- Business & Partnerships: Hospitality, International Travel, Business Development & Partnerships

## Technical Skills

- Design & Creative: Adobe Creative Suite, Canva
- Email & Marketing Automation: Constant Contact, Hubspot, Mailchimp, Zapier
- Productivity & Collaboration: Google Workplace, Microsoft 365, Monday.com
- CRM & E-commerce: Salesforce, Shopify
- Content Management: Dropbox, Wordpress

## Experience

### Office of Alumni Engagement - Market Director, West Coast (US)

University of Miami | October 2024 - Present

- Responsible for the strategic direction, marketing, planning, implementation, and management of varied regional events and programs.
- Manage portfolio of constituents including alumni, parents, donors, and friends of the University.
- Meet constituents in top markets (Los Angeles, San Francisco, Seattle, Denver) to get them involved, and solicit gifts under \$100,000.
- Work to actively move volunteers through a pipeline of involvement and trajectory of giving.
- Create regional programming/events that will appeal to a diverse audience, including alumni, parents, donors, and friends of the University, including participation by the President, Vice President, Deans, University staff, administration, and faculty.
- Manage the scheduling, budgeting, planning, relationship management, marketing, and execution of programs/events.

### Director of Engagement & Events

Putney Student Travel | May 2018 - September 2024

- Led and managed a team of field recruiters across North America and abroad, establishing goals and strategy, and overseeing schedules, budgets, and performance reporting. Developed and executed marketing

campaigns that contributed to our best enrollment seasons in 74 years, achieving an average customer growth of 23%.

- Collaborated in the successful launch of products and partnerships with organizations such as National Geographic, Smithsonian, and the New York Times. Designed and executed digital and print marketing campaigns, including newspaper ads, print catalogs, brand websites, and webinars.
- Developed and executed a comprehensive annual training event for 250+ seasonal international employees, managing all logistics, meals, accommodations, training materials, and entertainment.
- Directed small group travel and pre-college programs for high school students in Nepal, Hawai'i, Fiji, Japan, and Italy, resulting in a 20% alumni retention rate.
- Managed social media accounts and developed user-generated content (UGC) initiatives.

## Marketing and Communications

Dodson Companies | September 2020 - May 2024

- Developed and executed the overall marketing strategy for a conglomerate of 40+ businesses, brands, and properties, including a \$25M multi-year real estate development project.
- Analyzed and reported on KPIs, metrics, analytics, and campaign results to owners and senior leadership.
- Served as the primary liaison for media publications, public relations, government officials, agencies, vendors, and real estate brokerages.
- Project managed all marketing initiatives, including digital campaigns, multiple websites, awareness campaigns, and PPC advertising, resulting in over a 400% increase in web and social engagement for several brands.
- Launched new products and brands, developing marketing strategies in the real estate, entertainment, and food and beverage industries.

## Freelance

Marketing Professional | September 2010 - Present

As a freelance marketing professional, I collaborated with small businesses to identify their objectives and crafted customized strategies to achieve them. I developed engaging content for social media, blogs, websites, and email campaigns, ensuring consistency with the brand's voice. I managed and optimized digital marketing campaigns, including SEO and PPC, to maximize return on investment. Additionally, I monitored campaign performance, delivering comprehensive reports and actionable insights to guide future efforts. I have coordinated and planned events of various scales, including managing budgets, hiring staff and vendors, overseeing talent, securing permits, coordinating volunteers, etc.

- **Published Photography** - Connection Coalition, Mantra Magazine, National Geographic Student Expeditions, Off the Mat Into the World, Something Big Yoga, Sun Sentinel, Voyage MIA Magazine, Woodfield Country Club, Yoga Fest
- **Branding and Websites** - Cathy Rosenberg Yoga, Contemporary Doula International, Defy Gravity Yoga, Edward Stephens Real Estate, Jacks Down, The Orchid Nest, This Feng Shui Life
- **Event Planning & Coordination** - Chester Festival on the Green, Okeechobee Festival, Putney Main Street Festival, Wanderlust Festival