



KAYLEE JENSEN

MARKETING & BRAND STRATEGY

Summary

Creative professional with 7+ years of experience in digital marketing, UX/UI design, and brand development. I combine strategic thinking with creative problem-solving to design engaging digital experiences, build cohesive brand identities, and develop impactful marketing campaigns that connect with audiences and deliver results.

EXPERIENCE

WEB DESIGNER & SOCIAL MEDIA SPECIALIST

PROLOOK Sports

February 2024 - Present

- Develop and execute creative marketing campaigns, brand identities, and digital experiences across web and social platforms.
- Collaborate with marketing leadership, developers, and cross-functional teams to design intuitive UX/UI experiences, strengthen brand consistency, and bring creative projects from concept to launch.

DIGITAL CONTENT CREATOR

The Twilight Trekkers

November 2021- Present

- Built and manage a travel and outdoor media brand with 26K+ followers, generating millions of organic views.
- Partner with tourism and hospitality brands to develop digital campaigns, photography, and video content that promote destinations, strengthen brand visibility, and engage audiences.

INFLUENCER MARKETING SPECIALIST

Ghost Longboards

June 2019 - October 2021

- Developed influencer partnerships and coordinated digital marketing campaigns to expand brand awareness.
- Directed photography, video production, and creative assets across digital and print platforms.

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📍 St. George, Utah

🌐 [Portfolio](#)

📷 [Instagram](#)

🌐 [LinkedIn](#)

EDUCATION

WEB DESIGN & DEVELOPMENT

Utah Valley University | GPA: 4.0

CERTIFICATION

DIGITAL MARKETING

University of Utah | 2026

SKILLS

- Brand Strategy & Development
- Digital Marketing Strategy
- Brand Management
- Campaign & Project Management
- Cross-Functional Team Leadership
- Strategic Brand Partnerships
- SEO & Marketing Analytics
- Digital Storytelling
- UX/UI & Website Design
- Photography & Video Production
- Adobe Creative Suite
- Integrated Marketing Campaigns
- HTML, CSS, JavaScript, PHP