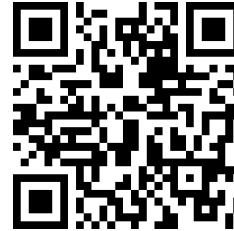


Kayla Pierce

37 Littel Acres Road, Glastonbury, CT 06033
781-366-3691
Email: kpierce0287@gmail.com;
Twitter: @KayMariePierce
<http://degrees2dreams.com/kaylapierce/>



Social Media Manager: I will implement a company's brand awareness, generate inbound traffic, and encourage product adoption. I will coordinate with the internal marketing and PR teams to support their respective missions, ensuring consistency in voice, mission, and branding while cultivating a social media network.

PROFESSIONAL MANAGEMENT AND MARKETING EXPERIENCE

Customer R&D Researcher/Analyst	Degrees2Dreams , Boston, MA Internship involving researching, interviewing, and analysis of potential customers for start-up company blending cutting-edge social media job search strategies with traditional methods to help college students/recent graduates launch their careers	June 2012- Present
New England Region Manager	AbViser Medical , Salt Lake City, UT Marketed and sold the AbViser, MAD, Canyons, and OptiSpray products directly to hospitals. Launched marketing plan for New England Region by advertising products through direct mailings and trade shows. Managed complex enterprise solution sale with a six to 12-month purchasing cycle and monitored direct accounts. Called on key institution officials in ICU, Anesthesia, Operating Room, Wound Care Facilities, and Emergency Rooms to ID needs, offer solutions, close business deals, train nursing staff	July 2009-March 2012

OTHER PROFESSIONAL EXPERIENCE

Management Trainee	Hertz Rental , Stoughton, Ma/Norwood, Ma/Bristol, RI Performed insurance verifications and prior authorizations for rental car customers. Assisted with outside sales calls and regular business.	May 2007-August 2008
Unit Coordinator	Brigham and Women's Hospital , Boston, Ma Administrative Assistant to Medical Intensive Care Unit and Nurse Manager	May 2006-May 2007
EDUCATION	Roger Williams University , Bristol, RI Bachelors of Science in Business Management	May 2009
	Curry College , Milton, MA Master's of Business Administration	August 2012
	Inbound Marketing University Inbound Marketing Certification	July 2012

SKILLS

Communications, Analytical/Research, Computer/Technical Literacy, Flexibility/Adaptability/Managing Multiple Priorities, Leadership/Management, Planning/Organizing, Problem Solving/Reasoning/Creativity, Teamwork

REFERENCES

- 1) Carol Clark, Clinical Specialist, Bay State Anesthesia, 508-717-4092, cclark612@gmail.com
- 2) Brian Bechtel, IAP Product Specialist, ConvaTec, 917-370-9660, bbechtel.bb@gmail.com
- 3) Susan Bosco, Professor of Management, Roger Williams University, 401-254-3175, sbosco@rwu.edu