

Kaitlyn Duvalois

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PROFESSIONAL SUMMARY

Client-facing marketing professional with a B.S. in Public Relations and an MBA. Experience managing client accounts, building presentations and proposals, and guiding campaigns from idea through execution across paid media, financial services, and retail. Comfortable as the daily point of contact, coordinating creative and sales teams, and keeping a brand consistent across every channel. Based in Tampa, FL.

CORE COMPETENCIES

- Account Management
- Client Presentations & Pitch Decks
- Brand Strategy
- Campaign Coordination
- Social & Content Marketing
- Strategic Marketing Planning
- Cross-Functional Collaboration
- Performance Reporting
- Event & Collateral Marketing
- Project Coordination

PROFESSIONAL EXPERIENCE

Reines & Rogers Jewelers July 2024 - Present

Sales & Visual Merchandising Specialist

- Support custom design consultations with product knowledge and client-centered service.
- Design and maintain displays that keep a consistent brand presentation across seasonal collections.
- Build customer loyalty through attentive service, product education, and follow-up.

Gray Digital Media (NBC-29 WVIR) Sept 2021 - Sept 2022

Digital Sales Manager - Client Accounts

- Served as the daily point of contact for business clients across healthcare, automotive, hospitality, and consumer brands.
- Built and presented proposals and presentations outlining digital advertising solutions, working with sales and creative teams.
- Managed ongoing client campaigns to ensure accurate execution and on-time delivery.
- Supported market research and campaign planning across 20+ client accounts.

Credit Union of Richmond Jan 2023 - March 2024

Marketing & Development Specialist

- Executed campaigns reaching 5,000+ members, supporting both acquisition and retention.
- Kept a consistent brand presence and voice across digital channels.
- Analyzed campaign performance to refine messaging and improve engagement.
- Partnered with the ASK Childhood Cancer Foundation on a give-back marketing campaign.

Self-Employed Sept 2022 - Present

Freelance Marketing & Brand Design

- Led a logo redesign and brand refresh for a local business, working directly with the owner to align visuals to business goals.
- Produced event collateral - signage, flyers, and social content - for a nonprofit fundraiser, lifting visibility and turnout.
- Designed and launched a mobile-optimized WordPress website with page copy and content.

EDUCATION

Master of Business Administration (MBA) 2026
Longwood University

B.S. in Mass Communications (Public Relations) December 2019
Virginia Commonwealth University (VCU)

TECHNICAL TOOLS & SYSTEMS

Google Analytics HubSpot WordPress Adobe Creative Cloud Google Workspace SEO Tools Social Media Platforms