

KALYNN COY

EDUCATION

PhD	University of Missouri, Marketing	2025 (Expected)
BS	Stephens College, Fashion Marketing and Management Graduated Summa Cum Laude Minored in Psychology	May 2017

RESEARCH INTERESTS

Affiliate Marketing, Online Referrals, Influencer Marketing, and Technology Adoption.

CONFERENCE PRESENTATIONS

“Nature Human and Machine: Awe for Nature Elevates Preference for Artificial Intelligence through Humanness” (with Eujin Park and Shinye Kim). ACR Conference, 2021, Seattle

HONORS AND AWARDS

Discussant, Mittelstaedt & Gentry Doctoral Symposium at University of Nebraska - Lincoln	2022
Trulaske College of Business Ph.D. Scholarship University of Missouri	2020-present
2017 YMA FSF Scholar Fashion Scholarship Fund	2016
Fashion Merchandising Scholarship Recipient Fashion Group International- Saint Louis Chapter	2016
Design of the Year Associated Collegiate Press	2016
Fashion Marketing and Management Outstanding Student Award Stephens College	2015, 2016
Outstanding Creative Concept and Brand Vision for Capstone Project Stephens College	2016
Award for Academic Excellence Stephens College	2015, 2016
Fashion Scholarship Recipient Stephens College	2014

PROFESSIONAL AFFILIATIONS

YMA, 2016-Present

PROFESSIONAL EXPERIENCE

Menser and Company

Content Marketing Coordinator, Columbia, Missouri

October 2018- August 2020

- Spearheads campaigns across social media platforms including Facebook, Instagram, Twitter, Google+, Pinterest, and YouTube for all brands under the Menser umbrella
- Generates compelling original visual, video, landing pages, and written content for both online, in store, and print promotional materials
- Manages social media planning and purchasing for execution of marketing strategies and community management
- Leverages available data to advise decision-makers on key marketing strategies for boosting sales while simultaneously reducing costs
- Utilizes Google Trends, Google Analytics and Salesforce insights to deliver monthly marketing reports
- Budgets and maximizes costs for social media advertisements
- Provides biweekly blog posts for company blogs
- Develops strategies, leverages paid social media ads on Facebook, Pinterest, and Instagram
- Utilizes social media analytics tools such as Hootsuite and Google analytics to track consumer engagement and draw conclusions about user data

K. Coy Consulting

Consultant, Columbia, Missouri

December 2018- Current

- Partners with realtors to develop key marketing initiatives, strategies, and campaigns
- Provides creative direction and compelling content
- Collaborates on growth strategies
- Leverages data to provide insight on media purchases
- Delivers weekly reports on key performance indicators on performance across digital advertising campaigns, email marketing initiatives and social media accounts
- Develops bi-weekly email blasts

Caleres, Inc.

Specialist, Affiliate Marketing, Saint Louis, Missouri

October 2017- October 2018

- Responsible for launching, managing, and measuring nine affiliate programs
- Analyzed reports, trends, and other data, and presented this information back to the brand teams
- Developed and implemented successful digital marketing strategies to attract new consumers
- Identified opportunities to leverage existing and develop new affiliate partnerships
- Oversaw, maintained, and reported on Amazon AMS campaign performance,
- Developed strategies, investment plans, and keyword optimizations, reporting insights back to brand managers for Amazon AMS campaigns
- Negotiated placements, collaborations, exclusives, and other optimization opportunities with affiliate publishers

Randa Accessories

Forecasting Intern, New York, New York

June 2017- August 2017

- Delivered weekly sales recaps report chronicling current best selling merchandise
- Analyzed forecast maintenance to ensure inventory balance
- Created, archived, and logged production handoffs
- Maintained a constant review of inventory production and shipment on current orders
- Participated in weekly sales review meetings
- Conducted analyses of current color inventories and sell through rates
- Evaluated product sales and turnover, examining discrepancies over the past two years
- Provided general support to the Senior Forecasting Analyst

Fam Brands

Sales Intern, New York, New York

June 2016- August 2016

- Managed creation and distribution of CAD flats to clients
- Prepared for meetings with buyers by organizing showrooms, pulling merchandise, compiling print materials and greeting arrivals
- Computed weekly sell through rates and developed data into a report for the sales team
- Created and maintained showroom inventory reports
- Filed and archived past sales orders, managed statistical information, and typed documents

Underclub

Marketing Intern, Remote Internship

June 2016- August 2016

- Enhanced marketing endeavors by conceiving, enacting, and managing brand promotions
- Managed social media presence, increasing following by 10 percent across platforms
- Designed and retouched online and print materials using Adobe Creative Cloud
- Executed market analyses on competition, potential partners, policies, and brand positioning
- Maintained an overview of web analytics using Google Analytics
- Responsible for a weekly email newsletter and blog post
- Developed and enacted research initiatives on how to best reach new customers
- Established relationships with influencers to increase overall awareness of the business

Stephens College, Office of Student Affairs

Assistant, Columbia, Missouri

August 2014- August 2016

- Oversaw the implementation of a new communication systems for advising
- Developed and managed the Office of Advising's online presence on Twitter and Facebook
- Provided a wide range of administrative and clerical duties to the Office of Advising
- Edited new program proposals
- Coordinated print materials and promotional items for new developments and events
- Delivered general office support by typing documents, filing reports, and entering data

Donni Charm

Wholesale Intern, New York, New York

June 2015- August 2015

- Planned, coordinated, and executed public relation campaigns
- Attended industry trade shows to assist the Director of Sales in broadening customer base
- Verified POs for major retailers using Joor software to ensure all information was accurate
- Created and maintained scarf displays and visuals for showroom and trade shows
- Coordinated press requests and photoshoot samples
- Oversaw and developed Donni Charm's student representative program
- Developed outreach programs with buyers