

KAYLEE DUONG

Orlando, FL • kayleeduong@gmail.com • (407)-800-9059 • www.linkedin.com/in/kayleeduong/ • kayleeduongportfolio.com

EXECUTIVE SUMMARY

I do my best work in environments that require adaptability, judgment, and persistence. Across agencies, nonprofits, and business competitions, I've learned to navigate ambiguity, respond thoughtfully to challenges, and keep projects moving without compromising quality or strategy.

RELEVANT EXPERIENCE

AI4ALL – AI Nonprofit

Orlando, FL (Remote)

Marketing Associate

May 2025 - October 2026

- Built the team's marketing infrastructure across HubSpot, Asana, and Google Drive, standardizing workflows, automating segmentation, and centralizing reporting
- Drove student recruitment across 2025–2026 through integrated campaigns, generating 6,000+ applications and contributing to 1,500+ admitted students
- Grew AI newsletter subscribers 156% and achieved a 23.4% CTR through audience research, A/B testing, and HubSpot UI coding
- Built custom PHP/CSS WordPress layouts with Claude, increasing Ignite program page views 15% and consulting page views 4×
- Redesigned social content and launched partner share kits, increasing social impressions 64% YoY
- Built and piloted a Google Ads testing strategy, increasing impressions 60% and clicks 4×

Avenue Z – Advertising Agency

Orlando, FL

Account Based Marketing Intern

February 2025 - May 2025

- Sourced 350+ companies and enriched 500+ contacts using HubSpot, Apollo, and Clay, improving lead-quality reporting by 30%
- Developed a U.S. market-entry strategy for a Portuguese fintech, identifying 20 opportunities through market, compliance, and decision-maker research

Earthjustice – Nonprofit Law Practice

Orlando, FL (Remote)

Marketing Intern

February 2024 – April 2024

- Designed and executed a month-long LinkedIn awareness campaign, increasing engagement and reaching two new target audiences through targeted graphics, copy, and video content
- Curated unique SWAG and landing pages for sponsored events, improving brand visibility and audience acquisition

Launch That – Digital Brands (annuity.org, drugwatch, asbestos.com, consumernotice.org, RetireGuide)

Orlando, FL

Digital Marketing Intern

August 2023 - December 2023

- Created and optimized SEO-driven content that ranked in the top three on SERPs with a 75% success rate, increasing visibility and accessibility, while performing A/B testing on meta content to refine click-through rates
- Analyzed digital performance using Google Analytics, SEMrush, and Ahrefs to develop data-backed recommendations

&Barr – Advertising Agency

Orlando, FL

Strategy & Innovation Intern

January 2023 - May 2023

- Developed strategic RFP presentations that supported 5 to 10-year contract wins and contributed to email newsletter campaigns reaching 500+ professionals
- Systemized 5,000+ digital assets in SharePoint, ensuring seamless access to client-facing materials and internal resources

EDUCATION

University of Central Florida, Bachelor of Science in Business Administration, Marketing

TECH STACK

Data & Automation: HubSpot, GA4, Google Tag Manager, Apollo, Clay, Mailchimp, Ahrefs, Tableau, Looker Studio, Semrush

Web, Search & Creative: WordPress (HTML/CSS/PHP), Google Ads, SEO, Canva, Adobe Photoshop/Lightroom