Kaya Maciak

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SKILLS

Marketing and Content: Integrated content strategy, campaign management, content calendar management, social media management, email marketing, SEO, brand storytelling, short-form video production, partner and influencer coordination, community engagement, event production and coverage, AP Style writing and editing
Technical: Google Analytics, Meta Business Suite, Salesforce Marketing Cloud, Salesforce CRM, Hootsuite, Drupal CMS, WordPress, Canva, Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Microsoft Office Suite, AI content tools

EXPERIENCE

Digital Media and Communications Specialist October 2025 – Present
Montclair State University – College of Communication and Media *Montclair, NJ*

- Shifted the College's Instagram content strategy toward short-form video and culturally relevant storytelling to reach prospective students more effectively, driving 2.1M views, 138.2K accounts reached (up 62.3%), 92.6K interactions, 449 link clicks (up 876.1%), and 1,400 new followers
- Supervise and provide creative direction to 4 student interns to scale content output while maintaining brand consistency, establishing weekly workflows and delivery expectations that keep production on schedule
- Manage a multi-platform content calendar across Instagram, TikTok, X, Facebook, and LinkedIn to ensure consistent brand presence and audience-specific messaging, achieving sustained posting cadence and measurable growth across all channels within 8 months
- Monitor web and social performance in Google Analytics and Meta Business Suite to identify content resonance and drop-off points, using those insights to continuously refine content strategy and posting approach
- Design digital and print marketing materials including graphics, flyers, and event signage using Canva and Adobe Creative Suite to support admissions campaigns and ensure visual consistency across all promotional channels
- Lead on-site video production, photography, and live social posting at major admissions events to capture real-time content and showcase the student experience, producing evergreen assets that continued driving engagement after each event
- Build relationships with department chairs, faculty, and student media organizations to source authentic stories and recurring content, ensuring the College's channels reflect real community voices rather than institutional messaging alone
- Wrote and published 28 press releases in 8 months and developed an earned media list to increase the College's external visibility and secure coverage in relevant outlets
- Implemented a promotional request intake system with the Director to streamline promotional requests and create a structured, trackable workflow for university-wide content needs

Development Coordinator October 2024 – October 2025
Breakthrough T1D *New York, NY*

- Rebuilt the organization's Instagram content approach around community storytelling and mission-driven visuals, increasing followers 2,300% and driving 186,000+ cross-platform interactions
- Managed Salesforce Marketing Cloud email campaigns end-to-end, from audience segmentation and copywriting through design, scheduling, and performance analysis, maintaining newsletter open rates above 63% against a nonprofit industry average of ~40%, with unsubscribe rates of 0.08%–0.16% and higher click-through rates on targeted audience sends
- Managed all digital communications across email and social platforms serving 6,000+ followers and 25,000+ email subscribers, contributing to campaigns that raised over $10.5M annually
- Produced all social, web, and email content in-house, including graphics, copy, and video, to maintain brand consistency and reduce reliance on external vendors while meeting a high-volume content calendar
- Coordinated event marketing and on-site logistics for fundraising walks, galas, and cultivation events to ensure seamless brand representation and drive post-event engagement across social and email channels

Development Assistant January 2024 – October 2024
Breakthrough T1D *New York, NY*

- Managed communications and logistics for 40 board members and 4 quarterly board meetings, drafting agendas, memos, and follow-up correspondence that kept action items moving forward
- Maintained and updated donor and volunteer records in Salesforce CRM to preserve data integrity and produce accurate reports supporting leadership decisions on donor strategy and partner engagement

Brand Content Creator January 2023 – Present
Independent Consulting *New York, NY*

- Managed social media accounts and community engagement for a client in the New Jersey wellness and lifestyle space, building an authentic online presence and growing audience loyalty through consistent, on-brand content
- Produced video edits and multimedia content for Lens15 Media, making advocacy content accessible and shareable for a channel serving Americans with disabilities

EDUCATION

New York University New York, NY
Master of Science, Integrated Marketing (in progress). *Expected May 2027*
Montclair State University Montclair, NJ
Bachelor of Arts, Communication and Media Arts. Minor: International Studies. GPA: 3.9.