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Highlights

Project Management
Event production
Logistics management
Reporting & analytics
Experiential events
Creative design
Timeline & budgets
Agency & vendor relationships
Print & Digital Advertising
Grant writing
Crisis comms
Social media
Newsletters
Ghost writing
Proofing & Editing
Pitch Decks
Annual Reports

Education

University of Connecticut | 2015
Bachelor of Arts, Communications
Minor, Spanish

KIERYN DE YOE

Integrated Marketing

With over 7 years of dynamic experience in marketing, I bring a wealth of expertise that spans strategic branding, impactful storytelling, and comprehensive project management. In addition to having worked with renowned brands like Cafe Bustelo, American Express, Hefty, Persil, and more, my specializations lie in soup-to-nuts project management, focusing on meticulous planning and execution, seamlessly supporting the creative process from concept to completion. I take pride in my holistic approach to driving organizational success through strategic communication initiatives and immersive brand experiences.

Experience

Capital Preparatory Schools

Director of Marketing & Communications | Present

- Spearheaded the creation, management, and standardization of the Capital Prep brand across 6 entities, ensuring consistency in messaging and visual identity.
- Led new school development marketing initiatives, including strategy and execution of recruitment campaigns for prospective students and staff, branding and advertising, and political liaison efforts, contributing to the successful launch of new campuses.
- Acted as primary media contact and spokesperson, effectively representing the Capital Prep brand to local, regional, and national media outlets.
- Drove storytelling and content development across multiple digital and print channels (e.g., social media, newsletters, press releases), promoting school successes and academic excellence to engage families, donors, and the community.
- Elevated the Capital Prep brand by updating and systematizing logos, templates, and brand standards across the organization.
- Project-managed the development and implementation of Capital Prep's first-ever Brand Book, establishing comprehensive guidelines for internal and external brand consistency.
- Led the design, content creation, and project management of Capital Prep's inaugural Annual Report and Donor Brochure, successfully leveraging messaging to secure new funding and engage donors.
- Redesigned school brochures for three campuses (Harbor, Harlem, Bronx), ensuring impactful messaging to prospective families and scholars
- Developed and launched an internal Marketing & Communications website as a central resource for branding tools (logos, templates, fonts, colors), improving internal efficiency and resource accessibility.
- Created and implemented a streamlined marketing request process for staff through an online submission form, enhancing the organization's ability to prioritize and deliver marketing materials quickly.
- Led creative design efforts for major company-wide events, including flyers, social media posts, and vendor coordination (photographers/videographers), ensuring timely delivery and event promotion.
- Managed shared event calendars with school leaders to align marketing efforts with ongoing initiatives, ensuring proactive communication of key school events such as recruitment, lotteries, and special programs.
- Revamped recruitment marketing materials and ad campaigns (e.g., billboards, print and digital ads), optimizing ad spend, coordinating with vendors, and translating content into Spanish, resulting in greater outreach to diverse audiences.

Senior Manager of Comms, Marketing & Development | Sep 2022- Nov 2024

Marketing & Communications Manager | Dec 2020 - Sep 2022

Inspira Marketing Group

Account Coordinator, Project Lead | May 2017 - June 2020

- Curated exciting events and experiential campaigns with a variety of brands; specialized in project management, planning, and execution, including supporting the creative process from soup-to-nuts, managing budgets, developing training manuals and hosting training sessions for tour/campaign managers, and analyzing post-campaign data to create a detailed report for the client outlining program successes and opportunities
- Learn more about my Experiential Marketing and Account Management experience, see more projects, and find my references by visiting www.kieryndeyoe.com