

# Kellsie Goyzueta

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## Summary

Communications professional with a track record of managing multi-platform content strategy, cross-functional projects, and client relationships from concept to delivery.

Relocating to Portland, Oregon | Immediately available for virtual interviews | Secured housing available for immediate move-in

## RELEVANT EXPERIENCE

### Lead Marketing Coordinator

May 2026 – Present

*Strongin, LLP*

Ladera Ranch, CA

- Grew LinkedIn impressions 112.9% and reactions 66.7% within 90 days by producing and publishing daily video and graphic content
- Generated 22,700+ Instagram views and 700+ engagements in 60 days, with 78% of reach from non-followers, while managing daily posting across Instagram, Facebook, and LinkedIn
- Drafted and distributed 30+ media submissions covering jury and legal verdicts to legal industry publications, strengthening firm visibility and media relationships
- Authored blog content, filmed attorney/media videos, and maintained attorney profile pages to support firm-wide communications and brand strategy

### Freelance Social Media Marketing Manager

Dec 2025 – Present

*We Love Laguna Beach*

Laguna Beach, CA

- Grew Instagram page views by 30%+ over 9 months through consistent biweekly content strategy, with top posts reaching 30,000+ views
- Managed social media strategy, content creation, and project timelines for multiple small business clients, including Nirvana Grille, South Swell Donuts, and We Love Laguna Beach
- Served as primary point of contact for each client, aligning messaging, timelines, and marketing goals across accounts
- Increased average engagement rates by 15–30% through optimized content formats, caption strategy, and trend integration

### Project Manager

Aug 2023 – Aug 2024

*BYU Public Relations Lab*

Provo, UT

- Tracked project timelines and deliverables in Monday.com, coordinating daily with clients, vendors, and project leads to ensure on-time delivery
- Managed four PR campaign projects, created content, and ensured timely delivery within scope and budget
- Leveraged data analytics to identify trends aligning with public communication strategies and community objectives
- Supported development of new landing pages by providing layout input and writing key messaging
- Managed digital filing systems, timelines, and stakeholder communication across cross-functional departments

### Marketing Analyst Intern

Aug 2022 – Apr 2023

*Classic Cookie*

Nashville, TN

- Created two market research surveys sent out to 200 recipients
- Developed three brand strategies for the corporate gifting program, resulting in company satisfaction
- Led a team of four people to produce a corporate gifting program box design, tagline, and branding

## SKILLS & INTERESTS

Skills: Adobe Premiere | Media Monitoring (Muck Rack, SEMRUSH SEO, Meltwater) | Social Media Management (Wix & Canva Pro) | HTML & CSS | Google Sheets | Microsoft Suite | Monday.com | Constant Contact

Interests: Snorkeling | National Parks | Neuroscience Podcasts

## VOLUNTEER EXPERIENCE

### Volunteer Services

Feb 2019 – Aug 2020

*Utah Valley*

Provo, UT

- Coordinated and participated in over 100 service and communication projects in Spanish

## EDUCATION

### Bachelor of Arts: Communications, Emphasis in Public Relations

Apr 2024

*Brigham Young University*

Provo, UT