

Kaylee Baron

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EDUCATION

Texas A&M University, Mays Business School
Master of Business Administration

College Station, Texas
December 2024

Brigham Young University-Idaho
Bachelor of Business Management, Marketing
GPA: 3.9/4.0

Rexburg, Idaho
April 2020

EXPERIENCE

Melaleuca: The Wellness Company
Brand Manager

Idaho Falls, Idaho
July 2022 – June 2023

- Managed all communications plans, including leading design partners for social media content, directing photoshoots, and strategizing promotions for \$167M product category
- Oversaw regulatory-required label updates for 100+ SKUs, including managing project timelines, label designs, and supply chain coordination to ensure smooth execution with zero scrap
- Developed a branded guidebook and messaging plan for brand, enhancing customer relationships with products and driving 35,000 downloads within the first month of launch
- Planned 2023 targeted promotional plan for \$221M business unit with 30+ products, aimed to increase sales and household penetration for under-performing products, projecting a Q1 revenue of \$695,000
- Collaborated with the senior director of marketing in category to define tone, voice, and channel strategy for three brands, establishing a cohesive and effective brand presence

Melaleuca: The Wellness Company
Assistant Brand Manager

Idaho Falls, Idaho
May 2020 – July 2022

- Developed innovation and product development strategy to grow the brand 45% (\$65M) in 5 years, prioritizing key products, forms and claims to modernize offering
- Devised and executed communications for multiple product launches, including the launch of two new lines (up 23% and 38% YoY respectively)
- Modernized aging portfolio with eight innovations and three renovations, overseeing 20+ cross functional partners to update a total of 82 SKUs
- Directed design and photography cross functional partners to expand content library from 30 days to 12 months, proactively identifying campaign and brand equity needs and opportunities
- Proactively addressed the lack of consumer and market insights by implementing a strategic learning plan, leveraging and leading cross-functional CI and BI teams to replace assumptions with valuable insights

Armor Pest Defense
Marketing Manager

Blackfoot, Idaho
August 2019 – December 2019

- Identified an ideal candidate/recruit profile to guide all corporate communications through competitive analysis and employee interviews that was used across all verticals of the organization
- Grew social media presence and established content tone and style through market and consumer research
- Leveraged company events, trainings and on-the-job performance to develop a day-in-the-life profile to help increase sales force recruiting and signing rates

SKILLS, ACTIVITIES & INTERESTS

Technical Skills: Project management, digital marketing, and social media management

Certifications & Training: HubSpot Email Marketing Certification

Activities: Heber J Grant Program Peer Mentor – Volunteered to mentor BYU-I students who were struggling or at risk of dropping out; BYU-I Adopt-A-Grandparent Manager – Coordinated trips and gathered volunteers to visit nursing homes

Interests: Portrait photography, fashion, and fitness