

# Kaitlin Owyang

SF Bay Area | (510) 604-3886 | kowyang808@gmail.com  
linkedin.com/in/kaitlinowyang | kowyang808.wixsite.com/kaitlinowyang

## BACKGROUND

Inquisitive, process-oriented, and versatile. Has a strong background in project management and social media strategy in quick-paced environments. Looking to gain more hands-on experience in design, executive storytelling, and work for a community-centric company.

## EDUCATION

B.S. Managerial Economics  
Minor: Communication  
University of California, Davis  
June 2017

## EXPERIENCE

### Workday | Presentation Graphic Designer

*Pleasanton, CA, June 2022 – Present*

- Partner with subject-matter experts to translate broad and conceptual ideas into engaging pieces of communication.
- Effective communicator to turn feedback from multiple parties into creative solutions.
- Develop easy-to-use presentation templates and ensure materials stay consistent with company branding.

### Elation Health | Partner Operations Manager (Implementation Specialist)

*San Francisco, CA, June 2021 – Present (August 2020 – June 2021)*

- Collaborate cross functionally with internal and external stakeholders to develop Lab and API integrations that supports mutual customers and enhances “the Elation experience.”
- Own and drive the maintenance of partner management, including serving as a technical knowledge resource for customer-facing teams. Develop resources such as user manuals, help center articles, and Activation Runbooks to communicate integration workflows.
- Adapts to different situations and project manages 10-20+ different tasks at a given time. Drives project execution, documents processes, and provides direction and oversight throughout the project lifecycle to ensure stakeholders are updated and tasks are complete.
- Identified opportunities for process efficiency and improvement in Implementation. For example, rewrote and reorganized the Laboratory Runbook to better enable Customer-facing teams to execute the task.

### FleishmanHillard | Account Executive, Social & Creative (Assistant Account Executive)

*San Francisco, CA, July 2019 – August 2020 (June 2017 – July 2019)*

- Collaborated with PR teams to support healthy client communication relationships and managed communication with internal stakeholders to support marketing initiatives and client deliverables.
- Served as a strategic counselor to share social media best practices, developed strategic plans, and identified opportunities to improve follower growth and channel engagement.
- Owned brand tone and voice of business social channels and project managed weekly content calendars with key messages for a B2B technology client in procurement and supply chain management and a healthcare CEO client.
- Ran paid ad campaigns for major U.S. automotive manufacturer client and enterprise networking technology company across Twitter, Facebook, and LinkedIn. For example, oversaw a \$35,000 budget to drive clicks.

## SKILLS

Presentation/Keynote Design  
Project Management  
Animation

Social Strategy  
Copy Writing  
Partner Management

Industry Research  
Paid Social Ads  
Social Conversation Analysis