

Kaitlynn Buss

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EDUCATION

UNIVERSITY OF SAN DIEGO

Bachelor of Business Administration, Business Economics and Marketing

Minor in Business Analytics

San Diego, CA
May 2027

- GPA: 3.98
- Dean's List 2023-2025
- Beta Gamma Sigma member 2024-Present
- Relevant coursework: Predictive Analytics, Descriptive Analytics & Data Management, Business Statistics, Marketing Research, Financial Management, Digital Marketing, Global Marketing

MARKETING AND ANALYTICS SKILLS

Paid and Digital Strategy: Google Ads, SEMrush, Social Media Strategy

Analytical and Research Tools: Survey design, segmentation, regression analysis, data visualization, KPI reporting, data analytics, SEO Audits

Technical: Tableau, Microsoft Office Suite (MOS Certified), Stata, R-Studio, **Marketing Competencies:** Audience targeting, campaign optimization and management, content strategy, conversion analysis, brand positioning

CONSULTING EXPERIENCE

Digital Marketing Campaign

January 2026-March 2026

Client: The Frozen Garden

- Competed against 295 teams internationally to develop a digital marketing campaign for client, Frozen Garden
- Conducted consumer research on Prolific data panel using \$250 budget to identify target market and key consumer preferences and behavior
- Targeted adults aged 65+ and developed paid and owned media strategies to enhance client's digital presence, which included a website campaign with a dedicated landing page, Facebook campaign, and paid Facebook and Youtube ad campaign.
- Identified budget allocation spend of \$250,000, 1-year campaign timeline, and key performance indicators for proposed strategies

Paid Search Campaign

Client: University of San Diego College of Arts and Sciences

February 2026-May 2026

- Engineered Paid Google Search Ads to position the liberal arts curriculum as a flexible, customizable academic path, successfully driving awareness and engagement among prospective students.
- Managed a \$900 budget over three months to execute targeted Search campaigns reaching 'undecided' prospective students, framing the liberal arts curriculum as a flexible pathway to career readiness.
- Performed keyword research and Google trend analysis to develop and adjust ads through an iterative process over 3 rounds of ad modification.
- Results: Total Clicks: 1,132, Total Impressions: 16,608, CTR: 6.82%, Growth over time: 27.7%

Marketing Research Study

January 2026-May 2026

Brand Analysis: Lululemon

- Designed and executed a mixed-method research study investigating declining quality perceptions and identifying drivers of recent sales challenges.
- Conducted secondary industry analysis to evaluate competitive positioning, pricing trends, and evolving consumer expectations within the athletic apparel market.
- Facilitated focus group to explore brand sentiment, product durability perceptions, and purchase decision factors.
- Developed and distributed quantitative surveys to measure perceived quality, value alignment, and repurchase intent.
- Analyzed survey data to identify key variables influencing brand loyalty and sales performance.
- Synthesized qualitative and quantitative findings into strategic recommendations addressing messaging, product positioning, and customer trust recovery.

Website Development

February 2026-May 2026

Personal Site Development

- Website built using Wix program, implementing brand persona development, marketing strategy, and a focus on conten

creation.

- Title Tags, Meta Description, and Alt Text incorporated into website for optimal search results and SEO
- Active blog with accompanying email marketing campaign.

PROFESSIONAL EXPERIENCE

Urban Outfitters

Product Flow Specialist

San Diego, CA
October 2025-Current

- Engage directly with customers to support product discovery and enhance in-store brand experience
- Manage end-to-end product flow from shipment processing to sales floor execution, ensuring accurate, timely inventory movement in a high-volume environment.
- Collaborate cross-functionally with merchandising and visual teams to optimize product placement based on customer patterns and corporate priorities.
- Monitor daily sales performance to identify trends, pacing against targets, and communicate adjustments to drive revenue.

Garage Clothing.

Sales Team Lead

Portland , OR
June 2024 – September 2025

- Ranked 1st of 18 associates, driving +25% average monthly sales growth through strategic customer targeting and upselling.
- Achieved highest store conversion rate (25%) for three consecutive weeks as Manager on Duty.
- Used StoreForce performance analytics to optimize staffing and maximize peak-hour revenue.
- Trained and coached team members on customer psychology and conversion strategy.