

Kayla Huitt

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Summary

Creative and values-driven digital media specialist with a strong background in nonprofit communications, content strategy, and visual storytelling. Skilled in developing inclusive brand messaging, boosting audience engagement, and managing social platforms and editorial calendars. Experienced in cross-functional collaboration, analytics tracking, and leading content design with a consistent, equity-focused voice.

Experience

Digital Brand & Marketing Intern | Purpose Mindset

Jan 2025 – Present

- Developed a comprehensive marketing plan to boost brand awareness, content strategy, and audience engagement for the podcast and book *Living With Purpose*.
- Created an email newsletter campaign via MailerLite, utilizing A/B testing to optimize subject lines and content, averaging 327 impressions per email.
- Designed a LinkedIn newsletter post that received over 8,000 impressions, the organization's highest-performing content to date.
- Implemented Google Analytics for user behavior tracking and content strategy guidance.

Content & Graphic Designer | Freelance

Aug 2022 – Present

- Collaborated with the *Oregon Office of Resilience and Emergency Management* to design time-sensitive challenge coin graphics and branded visuals for OREM Academy's statewide emergency training series, ensuring alignment with official branding guidelines.
- Produced targeted social media graphics, logos, and promotional content.
- Worked with *The Doormatory*, a Portland-based small business, to devise brand direction and product design concepts fitting their identity and market.
- Developed album art, logo, and merchandise for Oregon-based musician, strengthening their visual identity across digital and print platforms.

Graphic Designer | EmpowHERto

Nov 2023 – April 2024

- Managed branded content strategy across social platforms and newsletters for a nonprofit audience, boosting engagement by 15% and contributing to inclusive community storytelling.
- Applied content strategy and audience research to align messaging with organizational goals and strengthen brand awareness.
- Provided art direction for campaigns in collaboration with cross-functional teams, ensuring cohesive brand visuals across digital platforms.

Lead Preschool Teacher & Curriculum Coordinator | Sweet Day

Jan 2019 – Sept 2024

- Designed and implemented creative, inclusive curricula that fostered imagination, collaboration, and connection to nature.
- Led a team of 4 educators, mentoring peers, and improving classroom communication and team cohesion.
- Developed classroom visuals, hands-on projects, and storytelling-based activities that enhanced student engagement and parent communication.

Education

University of Washington, Master's in Communication Leadership

Spring, 2026

Relevant Coursework: Digital Media Branding & Marketing, Visual Storytelling, UI Design

Marylhurst University, Bachelor of Fine Arts

2017

Windward Community College, Associate of Arts

2014

Skills & abilities

Creative & Brand Development

Art Direction • Brand Identity • Visual Storytelling • Campaign Concepting • Creative Development • Packaging Design • Brand Guidelines • Customer Engagement

Design & Content Creation

Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Figma • Canva • WordPress • Photography • Digital Design • Web Design • Creative Design • Copywriting • Presentation Design

Marketing & Strategy

Email Marketing • Social Media Strategy • Audience Engagement
Google Analytics • Market Research • Segmentation • Strategic Thinking

Project Management & Collaboration

Project Management Software • Airtable • Google Drive • Notion • Slack • Team Leadership • Deadline Management • Creative Problem Solving • Presentation Skills • Cross-Functional Collaboration

Professional Strengths

Committed • Visionary • Think Strategically • Collaborative • Mission-Aligned