

# KAYLA CANFIELD

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## PROFESSIONAL SUMMARY

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Marketing and communications professional with experience coordinating promotional campaigns, managing project timelines, and producing marketing materials across print, digital, and email channels. Assists in the planning and execution of integrated marketing initiatives for six academic departments at Mount St. Mary's University, tracking deliverables, maintaining content schedules, and proofing materials for accuracy and brand alignment. Holds a BA in Interdisciplinary Studies (English and Communications, Summa Cum Laude) with coursework in marketing, public relations, media writing, and social media. Brings strong project coordination skills, a high attention to detail, and the ability to manage multiple concurrent projects in a fast-paced, collaborative environment.

## CORE COMPETENCIES

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Marketing Coordination | Campaign Support | Project Management | Content Development | Copywriting | Proofreading | Digital Marketing | Email Marketing | Social Media Management | Marketing Calendars | Marketing Materials Development | Brand Consistency | Vendor Coordination | Timeline and Deliverable Tracking | Internal Communications | Microsoft Office Suite | Canva | HTML/CSS | WordPress | Google Analytics

## PROFESSIONAL EXPERIENCE

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**Administrative Assistant II** | Mount St. Mary's University 2023 – Present

Emmitsburg, MD | *History, English, Communications, Political Science, Sociology, and Criminal Justice Departments*

- Assist in the planning, coordination, and execution of promotional marketing initiatives for six academic departments, developing materials across print and digital channels for prospective students, alumni, and community partners.
- Coordinate marketing projects by managing timelines, tracking deliverables, and maintaining organized project documentation to ensure materials are completed on schedule and aligned with departmental goals.
- Collaborate with internal departments to gather information, develop marketing materials, and support promotional campaigns including trifold brochures, course offering handouts, fact sheets, and event collateral.
- Maintain departmental marketing and communications calendars, scheduling campaigns, events, and promotional content across multiple departments simultaneously.

- Support digital marketing efforts through social media content creation, Canva design, and web-based promotional materials; designed a linked RSVP system that improved event attendance tracking and student engagement.
- Proof all outgoing marketing content for accuracy, grammar, and brand voice consistency across six departments with distinct audience needs.
- Maintain organized records of marketing projects, assets, and communications; prepare meeting documentation and project summaries for departmental marketing initiatives.
- Support internal communications related to departmental marketing campaigns, coordinating with faculty, administrators, and external contacts across multiple active projects.

**Managing Editor** | The Blue and Grey, Hood College 2015 – 2018

*Frederick, MD*

- Led editorial operations for a campus newspaper, managing content calendars, assigning and editing staff articles, and coordinating print and digital publication timelines.
- Maintained editorial standards, coordinated with internal contributors and external sources, and managed deliverables on tight publication deadlines.
- Supported distribution efforts across print and digital channels, developing early experience in integrated content management and multi-platform publishing.

**Graduate Writing Tutor** | Wilson College Writing Center 2022 – 2024

*Chambersburg, PA*

- Provided editorial feedback and content review on graduate and undergraduate writing across disciplines, strengthening proofing, copyediting, and content quality skills applicable to marketing workflows.
- Managed client appointments, session records, and consultation documentation in a high-volume environment requiring strong organizational and communication skills.

## MARKETING AND COMMUNICATIONS PROJECTS

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### **Communications Department Brochure** February–March 2025

[comm-brochure.netlify.app](http://comm-brochure.netlify.app)

Planned, wrote, and designed a print tri-fold brochure for the MSMU Communications Department to support advising week and student recruitment. Managed all content development, layout design, and production in Canva. Demonstrates end-to-end marketing materials development, promotional writing, and higher education campaign support.

### **Political Science Department Fact Sheet** 2025

[canva.link/factsheet-political-science-dept](http://canva.link/factsheet-political-science-dept)

Created a student-facing program fact sheet for the Political Science Department to support marketing, recruitment, and academic advising. Designed for visual clarity and audience accessibility. Demonstrates promotional content development, layout design, and coordination with academic departments.

### **Political Science Spring 2026 Course Offerings Handout** November 2025

[canva.link/spring-course-offerings-psci-2026](http://canva.link/spring-course-offerings-psci-2026)

Produced a course offerings handout to support fall advising week and Spring 2026 registration. Organized course information into a visually accessible format for student audiences; demonstrates marketing calendar support, content scheduling, and departmental communications.

### **Event Invitation and RSVP System — History Senior Reception and PAT Induction** March–April 2026

[canva.link/pat-annual-reception-history-majors](http://canva.link/pat-annual-reception-history-majors)

Designed an event invitation with an integrated linked RSVP system that improved student engagement and simplified attendance tracking. Demonstrates event campaign execution, digital content deployment, and data collection support.

## EDUCATION

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### **Master of Education, Instructional Design and Technology** | Mount St. Mary's

University Expected May 2027

*Emmitsburg, MD*

### **Post-Baccalaureate Certificate, Project Management** | Mount St. Mary's University 2025

### **Bachelor of Arts, Interdisciplinary Studies (English and Communications)** | Mount St. Mary's University December 2024

*Summa Cum Laude* | Cumulative GPA: 3.96 | Major GPA: 4.0 | Emmitsburg, MD

*Relevant Coursework: BUS 313 Principles of Marketing | COMM 207 Introduction to Public Relations | COMM 373 Social Media | COMM 201 Media Writing | COMM 310 Media and Society | BUS 250 Intro to Business and Decision Making*

*Transfer Credits: Frederick Community College | Hagerstown Community College | Allegany College of Maryland*

## **AWARDS AND RECOGNITION**

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Watterson Memorial Prize, Spring 2025 | Parker-Dailey Fellowship for Racial Reconciliation, Spring 2024

CSPA Gold Circle Award Recipient | President's List and Dean's List, Mount St. Mary's University

Portfolio: [kaylacanfield.com](http://kaylacanfield.com)