
KAYLA DAHL MACLEAN, PMP

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SUMMARY

Experienced, PMP certified project manager, e-commerce and marketing professional with a background in managing multiple simultaneous projects, digital marketing strategies and leading diverse teams. Proven track record of enhancing sales through online marketing and SEO tools. Experience overseeing budgets, vendors and stakeholder communication.

KEY SKILLS

- Project Management
- Operations Management
- Marketing Operations
- Leadership
- Process Development

WORK EXPERIENCE

Director of Operations and Managing Owner | June 2017-Present

Hipshift LLC, Cottage Grove, MN

- Manage, edit, and analytics for our e-commerce store, social media platforms and company website.
- Copywriting, content creation, managing and copy editing for social media and paid ads.
- Bolsters sales through online marketing, SEO tools, and analyzing data analytics.
- Manage, create and A/B test for online pricing, promotions and cross-platform marketing initiatives.
- Shipping, logistics and managing of stock of product in-house and with Amazon's FBA program.
- Manages company financing including, but not limited to, P&L reports and taxes.

Sr. Project Manager | June 2021-August 2023

Project Manager | Sept. 2019-June 2021

ATEL USA, Newport Beach, CA

- Managed project timelines, budgets, stakeholders, vendors and tasks to ensure project success.
- Managed e-commerce development and roll-out for our ATEL and R3Di branded websites.
- Coordinated with outside vendors and contractors to manage project progress with budgets up to \$300k.
- Conducted and assembled market research on competitors to expand our GTM strategy.
- Managed product planners and NPIs (New Product Introductions) for at least 10 projects at a time.
- Designed marketing materials such as company decks, social media campaigns and letterhead.
- Aided in creating excel spreadsheets for company forecasting and P&L management.
- Created, implemented and managed more than 12 company training modules. Including planning and ensuring knowledge management for company processes, OPAs and sell-in and sell-out materials to maintain consistency.

Administrative Assistant | Sept. 2018-April 2019

Polaroid Mobile, Irvine, CA

- Scheduled and booked executive level travel.
- Coordinated CEO and department heads' scheduling for meetings and travel.
- General office management for 30+ employees in a 3000 sq. ft. office space.
- Executed expense reports and managed budgets up to \$500k for supply, event and travel purchases.
- Assisted in managing and coordinating special events programming, agendas and catering for in-house meetings and off-site events such as CES.

Managing Director & Director of Research and Development | Dec. 2016-May 2018

Creating a Village, San Clemente, CA

- Day-to-day operations including marketing, content development and managing contractors.
- Was responsible for financials and ensuring the company's 501(c)(3) compliance.
- Conducted research and development into market competitors.
- Created and edited content for video and media projects for the app and for social media accounts.
- Developed content for company website and app through research on current knowledge and best practices.

SELECT WORK EXPERIENCE (Continued)

Marketing & Administrative Assistant | Sept. 2015-May 2017

Dahl Consulting Inc., Saint Paul, MN

- Managed company tier sheets and consultant files.
- Edited photos and copy for the newsletters, surveys and other email mailers.
- Performed audits and onboarding exercises for consultants and employees.
- Updated work orders and work order reporting for the finance department.
- Assisted the HR department with benefits reporting and managing tier sheets.

Production Assistant | Nov. 2015-Dec. 2016

Hubbard Broadcasting Inc. (KSTP-TV), Minneapolis, MN

- Managed anchors, reporters and meteorologists on-set.
- Operated cameras on live, fast-paced newscasts, on location and special tapings.
- Sorted and managed scripts for anchors and reporters while on-set.
- Setup green screen, set pieces, and equipment for special shoots.

EDUCATION

Chapman University

B.F.A Film Production | Minor in Psychology

Certifications

PMP (Project Management Professional), Issued March 2025

Asana Workflow Specialist, Issued March 2025

PORTFOLIO & REFERENCES

Website Development References

www.GrowingUpAnxious.com | www.Hipzbag.com | www.ATEL-USA.com | www.R3Di.com | www.kayladahl.com

LinkedIn Profile

www.linkedin.com/in/kayladahl/

Portfolio

www.kayladahl.com/portfolio

PROFESSIONAL SKILLS

Project Management | Marketing Operations | Operations Management | A/B Testing | Agile | B2B Marketing | B2B Sales | Blog Marketing | Brand Strategy | Content Creation | Contingency Planning | Copywriting | Critical Thinking | CRM | Cross-Functional Coordination | Customer Service | Data Analytics | Digital Marketing Strategies | e-Commerce | Email Marketing | Employee Training | Facebook Ads | Film Production | Google Analytics | GTM Strategy | Instagram Ads | Kanban | Leadership | LinkedIn Ads | Logistics Planning | Market Research | Marketing Campaign Plans | Multi-Channel Marketing | NPI | Online Advertising | Online Marketing | Pinterest Ads | Presentation Skills | Process Development | Product Launches | Resource Allocation | Risk Planning | SEO Tools | Social Media Analytics | Stakeholder Communication | Task Management | Timelines | User Requirements | Vendor Onboarding | Waterfall | Web Analytics | Website Design | Website Development | Workflow Management | YouTube Ads

TECHNICAL SKILLS

Adobe Creative Cloud | ADP | Asana | AVID | Canva | ClickUp | Constant Contact | Excel | Final Cut | Google Suite | Keynote | Mailchimp | Microsoft Office | Monday.com | General Office Equipment | Pages | Paychex | PowerPoint | Shopify | SketchUp | Slack | Squarespace | Wix | Wrike | YouTube Studio | Zenefits | Zoom