

# Kaylee Baron

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## EDUCATION

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**Texas A&M University, Mays Business School**  
*Master of Business Administration*

College Station, Texas  
December 2024

**Brigham Young University-Idaho**  
*Bachelor of Business Management, Marketing*  
GPA: 3.9/4.0

Rexburg, Idaho  
April 2020

## EXPERIENCE

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**Church & Dwight Co., Inc. - Vitafusion**  
*Brand Management Intern*

Ewing, New Jersey  
May 2024 – August 2024

- Developed comprehensive product launch strategy for 3 new SKUs, projecting \$1M revenue, including pricing, positioning, packaging, and 360-degree marketing plan for successful e-commerce launch
- Collaborated with digital and creative teams to develop a back-to-school email campaign aimed at driving family stock-ups and increasing cross-purchases
- Managed approval workflow for Vitafusion's back-to-school digital assets, providing feedback and coordinating reviews to ensure timely delivery to retailers like Walmart, Target, and HEB

**Melaleuca: The Wellness Company**  
*Brand Manager*

Idaho Falls, Idaho  
July 2022 – June 2023

- Managed all communications plans, including leading design partners for social media content, directing photoshoots, and strategizing promotions for \$167M product category
- Oversaw regulatory-required label updates for 100+ SKUs, including managing project timelines, label designs, and supply chain coordination to ensure smooth execution with zero scrap
- Developed a branded guidebook and messaging plan for brand, enhancing customer relationships with products and driving 35,000 downloads within the first month of launch
- Planned 2023 targeted promotional plan for \$221M business unit with 30+ products, aimed to increase sales and household penetration for under-performing products, projecting a Q1 revenue of \$695,000
- Collaborated with the senior director of marketing in category to define tone, voice, and channel strategy for three brands, establishing a cohesive and effective brand presence

**Melaleuca: The Wellness Company**  
*Assistant Brand Manager*

Idaho Falls, Idaho  
May 2020 – July 2022

- Developed innovation and product development strategy to grow the brand 45% (\$65M) in 5 years, prioritizing key products, forms and claims to modernize offering
- Devised and executed communications for multiple product launches, including the launch of two new lines (up 23% and 38% YoY respectively)
- Modernized aging portfolio with eight innovations and three renovations, overseeing 20+ cross functional partners to update a total of 82 SKUs
- Directed design and photography cross functional partners to expand content library from 30 days to 12 months, proactively identifying campaign and brand equity needs and opportunities
- Proactively addressed the lack of consumer and market insights by implementing a strategic learning plan, leveraging and leading cross-functional CI and BI teams to replace assumptions with valuable insights

## SKILLS, ACTIVITIES & INTERESTS

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**Technical Skills:** Project management, digital marketing, and social media management

**Certifications & Training:** HubSpot Email Marketing Certification

**Activities:** Heber J Grant Program Peer Mentor – Volunteered to mentor BYU-I students who were struggling or at risk of dropping out; BYU-I Adopt-A-Grandparent Manager – Coordinated trips and gathered volunteers to visit nursing homes

**Interests:** Portrait photography, fashion, and fitness