

KAYLEE LEDBETTER

Strategic Communicator | Storytelling & Brand Communication | Aspiring Copywriter

(262) 210-4203 | kaylee.ledbetter@icloud.com | Open to Relocation

KEY SKILLS

- Written & Verbal Communication
- Relationship Building & Client Engagement
- Team Collaboration
- Microsoft Office
- Storytelling & Thoughtful Communication
- Event & Project Coordination
- Adaptability in Fast-Paced Environments
- Customer Experience Support
- Organization & Attention to Detail
- CRM Systems
- Canva

EDUCATION

Bachelor of Business & Organizational Communication, University of Kentucky

Awarded in *December 2025*

Certificate in Business, University of Kentucky

Education Abroad: Florence University of the Arts

Fall 2024

INTERNSHIPS

Christian Student Fellowship - Ministry Intern, Lexington, KY

Summer 2025

- Collaborated with staff teams to plan and execute community programs and engagement initiatives
- Supported event coordination, internal communications, and audience outreach efforts
- Assisted in creating welcoming environments through intentional messaging and hospitality strategy
- Contributed to storytelling and communication efforts designed to foster connection and belonging

PROFESSIONAL EXPERIENCE

Revel Method Pilates - Lead Studio Advisor, Lake Geneva, WI

08/2025 - Present

- Lead front-of-house operations focused on delivering consistent brand experience and member engagement
- Strengthen client retention through relationship-driven communication and personalized outreach strategies
- Support marketing promotions, membership campaigns, and community events aligned with brand positioning
- Train and mentor team members while maintaining operational workflows and communication standards
- Coordinate scheduling, member communications, and event logistics supporting community growth initiatives

Grand Geneva Resort and Spa - Spa Front Desk, Golf Shop Associate, Food and Beverage Service

08/2021 - 10/2025

- Delivered high-volume guest experiences emphasizing brand consistency and personalized service
- Built strong customer relationships contributing to repeat business and positive brand perception
- Adapted quickly across multiple operational environments requiring communication, problem-solving, and teamwork
- Supported daily operations through organized workflows and clear cross-team communication

Evolve Coaching Partner - Business Development Representative, Remote

08/2024 - 08/2025

- Researched and identified prospective clients, crafting personalized messaging to increase engagement and relationship conversion
- Managed lead generation pipeline using CRM platforms (Hubspot and ZoomInfo) to track customer journeys and optimize engagement outcomes
- Supported content creation, digital messaging, and brand communication initiatives

CREATIVE DEVELOPMENT

- Developing long-form narrative writing exploring character development, emotional storytelling, and thematic messaging
- Ongoing practice analyzing storytelling, culture, and audience connection across media and brand communication
- Passionate about translating human insight into compelling creative concepts and brand narratives