

Kaiya Johnson-Williams

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SKILLS & CERTIFICATIONS

Skills: Consumer Insights, Competitive Analysis, Product Positioning, Go-to-Market Strategy, Product Launch Support, Trend Analysis

Certifications: Google Analytics, HubSpot Digital Marketing, LVMH Fundamentals of Luxury Retail & Customer Experience

EXPERIENCE

Sun Bum

Encinitas, CA

Brand Marketing, Innovation Go-To-Market Strategy Intern

June 2026 – Present

- Support go-to-market strategies for product launches through consumer insights, trend research, influencer strategy, PR, and shopper marketing
- Execute influencer and PR initiatives through creator sourcing, relationship building, product seeding, and media mailers
- Monitor social trends, creator content, and brand mentions to identify cultural opportunities and inform campaign recommendations
- Collaborate with the social team to develop trend-driven TikTok content concepts supporting product storytelling and brand engagement

Power Digital Marketing

San Diego, CA

Social Commerce Intern

Jan 2026 – May 2026

- Developed and presented a 10-week social commerce strategy for a watch brand spanning creator sourcing, launch planning, CRM, and content direction
- Managed **1K+** weekly creator outreach, relationship management, and **100+** product seedings aligned with brand messaging and campaign objectives
- Executed TikTok Shop initiatives for CPG clients, aligning affiliate collaborations and campaign performance goals
- Analyzed affiliate performance, GMV, creator content, and competitor activity using Kalodata and Seller Center to inform optimization recommendations

Good Light Cosmetics

Remote

Social Media Intern

Sept 2025 – Dec 2025

- Developed and executed 3+ weekly short-form videos, driving **+38.6%** views and **+73.9%** reach
- Supported influencer campaigns across **200+** beauty creators through sourcing and performance tracking
- Drove contribution to **+135.9%** DTC revenue growth through social-driven traffic
- Developed TikTok content calendars informed by audience insights and social trends

Romulus Media

Remote

Lead Growth Marketing Intern

Aug 2024 – Dec 2024

- Led a team of 5 interns, overseeing workflows, feedback cycles, and campaign execution across social growth initiatives
- Drove **2M+** Instagram Reel views and **1M+** audience reach through trend-driven content and culturally relevant social strategies
- Supported brand growth through content planning, platform strategy, and audience engagement
- Expanded ambassador network by **26%** through partnership outreach, campus activations, and community-driven campaign initiatives

PROJECT

L'Oréal

Remote

Brandstorm 2026 - Team Always

Nov 2025 – Mar 2026

- Analyzed consumer behavior, market trends, and competitive offerings to identify innovation opportunities within the luxury fragrance category
- Conceptualized "Always You," a refillable luxury fragrance accessory designed to enhance fragrance discovery through personalization and sustainable product design
- Developed product positioning and go-to-market recommendations informed by consumer insights, luxury market trends, and customer experience principles
- Defined success metrics and commercialization objectives to evaluate consumer adoption, refill engagement, and accessory sales performance

EDUCATION

San Diego State University

San Diego, CA

B.S. Business Administration, Marketing

May 2026

- American Marketing Association — Consulting Director, Sponsorships Director
- Campus Curlz — Marketing Director