

KT SAYLOR

UX DESIGN, DATA VISUALIZATION & MARTECH

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● PROFILE

UX-trained designer and marketing operations coordinator who turns marketing data into clear visuals. Builds monthly client performance dashboards from Search Console, GA4, Search Atlas, and GBP data, automates reporting through API and MCP integrations, and designs UI in Figma, backed by the Google UX Design Certificate and a B.S. in Digital Technology and Design with an AI/ML emphasis. Minors in psychology and marketing make it so that every automated output is validated before it reaches a client, and that AI is applied responsibly. Seeking UX design, data visualization, or MarTech roles where data and human-centered design meet.

● EXPERIENCE

SEO Counselors, Bentonville, AR (Hybrid)

2026 TO PRESENT

Marketing Operations Coordinator

- Build monthly client performance dashboards from Google Search Console, GA4, Search Atlas, and GBP data, tracking what's working
- Develop automated reporting workflows using API and MCP integrations with Search Console, Analytics, and Search Atlas data
- Validate AI-generated content and reports before client delivery, adding human review where automated outputs need it
- Make client website edits through WordPress, Wix, Squarespace and through a custom Claude Code, GitHub, and Vercel Host; building a custom MCP server for data reporting and visualization
- Set up workflow automation through GoHighLevel's API-connected tools to schedule social and Google Business Profile posts
- Manage multiple client projects at once, including a directly owned client account
- Use AI daily for copywriting, editing, graphics, and brand assets
- Plan, create, and post social content for client Instagram, Facebook, Pinterest, Google, and TikTok accounts, including carousels, graphics, and short-form video
- Shoot photos and video on-site at Bentonville Chamber of Commerce events, then edit in Canva, Adobe Creative Suite, CapCut, and Edits
- Write and schedule monthly blogs; manage Google Business Profiles, review responses, and local SEO audits

Freelance Design and Technical Support

2020 TO 2025

Self-Employed / Contract

- Designed logos, graphics, and branded materials for small business clients
- Provided virtual assistant support: social media, scheduling, research, and data entry

Assemblage x MillerKnoll, Witter, AR

2020 TO 2023

Textile Sampling Quality Control

- Performed textile sampling quality control for a major interior design brand
- Built and distributed sample books for showrooms and sales agents

MillerKnoll, Northwest AR

2021 TO 2023

Catering/ Contract

- Provided food for events and parties
- Managed time, invoicing, money management, and creative design

Cathead Biscuits, Fayetteville, AR

2016 TO 2019

Owner and Creative Director, Food Truck

- Ran marketing, promotions, budgeting, vendors, staffing, and event client consultations
- Built the brand Instagram account from scratch, creating content that drove local growth
- Shot and styled all product and menu photography for social media and promotions

Arsagas at the Depot, Fayetteville, AR

2012 TO 2019

Catering Director

- Led all client-facing catering operations, from first inquiry and consultation through event-day service and follow-up
- Designed custom menus tailored to client budgets, dietary needs, and event themes
- Wrote proposals, quotes, and contracts; managed booking calendars and client communication
- Coordinated kitchen staff, vendors, and logistics to deliver events on time and on budget

● SKILLS

- **Marketing ops and analytics:** GoHighLevel, Google Business Profile, Google Search Console, GA4, local SEO, WordPress, Squarespace, Wix, Webflow, GitHub, Vercel, Search Atlas
- **Design and editing:** Figma, Canva, Adobe Creative Suite, CapCut, Edits, product photography, photo editing, video editing, graphics, brand assets
- **AI tools:** Claude, Claude Code, AI copywriting, AI image generation and editing, workflow automation, prompt engineering, API and MCP connections
- **Programming:** Python (foundations), HTML and CSS, GitHub
- **Social and content:** Instagram, Facebook, Pinterest, TikTok, content planning, content calendars, community engagement, photography and video

● EDUCATION**Arkansas State University**

EXPECTED FALL 2027

B.S. Digital Technology and Design; emphasis in AI/Machine Learning; minors in Marketing and Psychology

NorthWest Arkansas Community College

2012 TO 2014

Associate of Applied Science (A.A.S.), STEM

● CERTIFICATIONS

Google UX Design Professional Certification