

Kaylan Segev

Content Strategist & Creative Consultant

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Summary

I am passionate about transforming the way brands interact with audiences through content. With 10+ years experience in strategic marketing, social media, and brand development across consumer startups, food media, marketing agencies, the nonprofit sector, and venture capital, I bring a rich and diverse blend of creativity and entrepreneurial spirit wherever I go.

Accomplishments

- Crafted and owned the social media strategy, organic and paid advertising programs, and publishing efforts to increase the ChefsFeed audience by 98% in one year.
- Edited and produced original content to drive awareness and build clients while at Collectively, championing PR efforts winning 8 awards at top industry shows and securing 3 recurring partners.
- Designed the Sweet Farm brand identity, website, and social strategy to create buzz and generate fundraising, growing the audience by 35% and garnering over 50 donations.
- Created and executed the first-ever UGC campaign for Peet's Coffee & Tea, earning a 6.7% engagement rate and a 4% email click-through rate.
- First social marketer at Plum Organics, organic baby food brand acquired by Campbell Soup Co.
- Established pineapple SF, the female food collaborative's first West Coast chapter producing over 12 events with culinary and hospitality leaders from Scribe Winery, Miyoko's, Tartine, and more.

Professional Experience

Independent Consultant January 2018 – Present

Services Include: Brand Identity & Positioning, Content Strategy & Creative Direction, Social Marketing Strategy, Planning & Execution, Campaign Concepting & Development, Photo-shoot Production, Styling & Asset Management, Influencer Collaborations, and Copywriting & Editing

Clients Include: Honey Mama's, Homethrive, Pendulum, Mightier, Molly DeCoudreaux Food Photography, Quince Restaurant Group (Quince, Cotogna, Verjus), LeCupboard Vegan Café, Quartr, Metolius Home, Brandless, Rachel Levin (author), Peet's Coffee, All Good Brand, Somersault Snacks

Pineapple Collaborative February 2018 – February 2020

City Lead, San Francisco

Served as a champion of the brand and community organizer for the Bay Area chapter. Produced events celebrating women leaders in the food & beverage industry for an engaged audience of 50-100. Nurtured relationships with national brand partners including Caviar and Squarespace. Identified and negotiated new partnerships with collaborators and venue sponsors. Responsible for fostering and maintaining relationships with key local women including authors, celebrity chefs, press, and CEOs.

Sweet Farm, Half Moon Bay January – May 2018

Director of Development & Communications

Launched the nonprofit's brand presence and redesigned messaging across all digital touchpoints and email, including organic and paid promotion. Drove communications and fundraising planning, growing the membership program by 13% in five months. Provided strategic and tactical support in managing donor relationships, event programming, and building a pipeline for partnerships, grants, and more extensive marketing opportunities.

Collectively, San Francisco November 2015 – May 2017

Sr. Communications Manager

Served as the agency's storyteller and content strategist by conceptualizing and implementing a data-driven communication plan to engage core B2B and B2C audiences. Planned and owned editorial efforts including assigning and copyediting blog content, to produce cohesive messaging across multiple digital and social channels, audiences, and company initiatives. Published and managed paid advertising programs and benchmarks, including SEO, to continually reach qualified audiences.

ChefsFeed, San Francisco September 2014 – November 2015

Social Editor

Led the food media company's marketing efforts to create standout digital content to build brand affinity, social engagement, and online followers. Identified partnership opportunities and managed the planning and publishing of photography and content across every channel. Developed digital media partnerships with Lucky Peach and Food & Wine Magazine, growing the audience by 30%. Launched Guides (chefsfeed.com/guides) curated food and travel guides to optimize content and drive awareness, which delivered an incremental 20% in website and app traffic.

Plum Organics, Emeryville January 2012 – April 2014

Community Manager

Hired as the first digital marketer to bring the brand to life online by building engagement and meaningful interactions on consumer channels through product storytelling, sales promotions, and content. Defined and established a social presence and 24/7 community management – growing to +350k followers, organically reaching +100MM people YOY. Owned social media strategies to ensure a cohesive online experience, earning the highest overall influencer score of any baby food brand in Inc. 500's Social Report.

Catamount Ventures, San Francisco March 2008 – December 2011

Communications Coordinator

Supported operational aspects of the mission-driven early-stage venture capital firm by managing company communications, overseeing investor relations, and evaluating proposals and business plans. Served as the central point of contact for entrepreneurs, portfolio company executives, reporters, and journalists. Developed and drove marketing and PR initiatives, a website redesign, annual events, and the summer intern program.

Smithsonian's Hirshhorn Museum, Washington D.C. June – August 2007

Katzenberger Fellowship recipient, Interpretive Programs & Curatorial Research Department

Designed and produced editorial materials for museum visitors, educational partnerships, weekly artist talks, and public museum programs. Partnered with the Manager of Interpretive Programs in planning and running a graduate-level interactive art interpretation and communication course. Collaborated with Curatorial Research Associates to plan and coordinate the Friday Gallery Talk program to engage an international audience.

Education

- **San Francisco State University**, Social Media in the Real World, 2011
- **California State University, Chico**, 2007

Bachelor of Arts in Art History; Bachelor of Arts in Art Studio: Photography

- **Deakin University, Melbourne, Australia**, 2005

Digital Media Communications, Internship at the Australian Centre for Contemporary Art (ACCA)

Additional

Interests include: animal advocacy, gardening, cookbooks, natural food stores, meditation, tide pooling