

KT SAYLOR

UX DESIGN, DATA VISUALIZATION & MARTECH

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● PROFILE

UX-trained designer and marketing operations coordinator who turns messy marketing data into clear, decision-ready visuals. Builds monthly client performance dashboards from Search Console, GA4, Search Atlas, and GBP data, automates reporting through API and MCP integrations, and designs user-centered interfaces in Figma, backed by the Google UX Design Certificate and a B.S. in Digital Technology and Design with an AI/ML emphasis. A psychology minor and a governance-first approach to AI keep people in the loop: every automated output is validated before it reaches a client. Seeking UX design, data visualization, or MarTech roles where design and data 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
- **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

A.A.S. STEM

● CERTIFICATIONS

Google UX Design Professional Certification