

KAYLA SIEFKER

248-761-0304 | ksiefker6531@gmail.com | LinkedIn: <https://www.linkedin.com/in/kayla-siefker-198553/> | Farmington Hills, MI 48331

COMMUNICATIONS & PR LEADER

Strategic communications leader building **PR and media relations** programs that shape market **narratives**, drive **thought leadership** and **increase brand visibility** across EdTech, B2B enterprise tech and SaaS markets. **Strategic storyteller** with a **journalistic instinct** for what's truly newsworthy, who's **not afraid to** push boundaries to **bring hidden stories to life**. A leader with a hands-on approach to execution, and a track record of producing **earned media** content that generates real business outcomes. Specialized in turning **complex business and technical topics into compelling stories**, building and maintaining media and influencer relationships, leading **cross-functional teams** through high-stakes communications challenges and **collaborating stakeholders and customers** on media campaigns. Loves experimenting with new technologies and uses **generative AI tools to optimize PR workflows**, scale multichannel content strategies, and modernize impact reporting.

KEY ACHIEVEMENTS

- **Generated a 228% spike in adult student enrollment and \$300K+ revenue** in 30 days via a targeted multichannel PR/media campaign.
- **Expanded thought leadership footprint by 64% and web traffic by 35%** through integrated media programs, generating \$152K+ in qualified sales leads.
- **Amplified youth large print brand visibility by 96% and drove \$110K+ in revenue** by securing top tier press coverage, including *The Washington Post* and *EdSurge*.

CORE COMPETENCIES

- | | | |
|---|--|---|
| ✓ <i>External Communications</i> | ✓ <i>Agency & Vendor Management</i> | ✓ <i>Spokesperson/Executive Media Training</i> |
| ✓ <i>Global PR & Media Relations Strategy</i> | ✓ <i>Earned Media & Content Strategies</i> | ✓ <i>Reputation & Crisis Management</i> |
| ✓ <i>Executive Visibility & Thought Leadership</i> | ✓ <i>Cross-Functional Team Collaboration</i> | ✓ <i>PR Performance Measurement & Metrics</i> |
| ✓ <i>Storytelling & Brand Narrative Development</i> | ✓ <i>Messaging Framework Development</i> | ✓ <i>AI-Assisted PR Workflows</i> |

PROFESSIONAL EXPERIENCE

Gale, part of Cengage Group – Farmington Hills, MI

Director, Media & Public Relations

Aug 2021 – May 2025

- **Built and led a comprehensive global PR function** across K-12, higher ed and public library markets, shaping brand narrative and driving measurable business impact across markets.
- Shaped the company's AI innovation narrative in K-12, building **PR momentum** for the **launch of an AI Leveling tool** through a **thought leadership program** that secured coverage in *EdTech Digest*, *District Administration*, *The Learning Counsel*, *eSchool News*, *MiddleWeb*, and top K-12 podcasts, producing **earned media content sales and marketing used to drive pre-sales**.
- Designed and executed 10+ executive and customer **thought leadership programs** utilizing a **PESO model** strategy to optimize **AI search visibility** and expand global press coverage, **increasing industry influence by 64% and web traffic by 35%**, producing **\$152K+ in qualified sales leads**.
- Leveraged **impact study data and agile newsjacking tactics** to establish Thorndike Press as the trusted youth large print authority, securing prominent features in *The Washington Post*, *Chicago Tribune*, *Publishers Weekly*, *EdSurge*, *Tech & Learning* and *District Administration*, **increasing brand visibility by 96% and driving \$110k+ in new revenue**.
- Generated a **228% spike in adult student enrollment** and \$300K+ revenue in 30 days through a **targeted PR campaign** spotlighting an adult high school diploma program, supported by local workforce development print and TV coverage.
- **Led crisis communications strategy** in partnership with legal, product, government affairs, and **executive leadership, developing unified response protocols** that mitigated risk and **protected brand reputation** around content challenges and legislation responses.
- Managed \$300K+ **annual PR budget** and **agency relationship, overseeing strategic planning, contract negotiation, multi-channel campaign execution, and communications metrics analysis to ensure ROI**.
- **Coached and prepared executives and spokespeople** for media interviews and speaking engagements—developing **key messages, Q&A prep**, and refresher **media training** to ensure confident, on-message delivery.

Executive Manager, Media & Public Relations

May 2020 – July 2021

- **Amplified brand visibility** by 250%+ by implementing comprehensive **product awards and reviews programs** across multiple business units, positioning Gale as a leader in EdTech innovation.
- Drove **proactive and reactive media relations** with the development of external **media statements, rapid responses to media inquiries** and providing strategic counsel to internal and external stakeholders.
- Secured **50+ local broadcast news stories** through strategic partnerships, leveraging human-interest narratives to drive brand trust, community impact, and new business opportunities.
- **Enhanced global brand equity** by ~ 50% through PR campaigns, securing hundreds of **international media placements** across 10+ countries, positioning the brand as a trusted partner in **academic research**.
- **Collaborated across international sales, marketing, and product teams** to scale thought leadership, crafting 500+ topical stories that elevated global brand relevance and reinforced equity commitments across K-12, higher ed and public library markets.

Senior Media & Public Relations Manager

Sept 2017 – May 2020

- **Elevated brand visibility** and **revenue impact** through **integrated global PR strategies, growing media reach** by 43%, generating 130 qualified sales leads for a K-12 product launch and supporting \$856K+ in **revenue** through high-visibility campaigns.
- **Secured international media coverage** across 10+ countries for digital archive launch in partnership with The British Library, reaching 100M+ readers through top outlets like *The Guardian* and driving 10K+ **referral visits**.
- Led high-impact **cross-functional campaigns** with marketing, product, sales, and creative teams, aligning PR with **business goals**, through **strategic messaging**, press kits, earned/owned/paid media content, conference media plans and **executive media training**.

Dynatrace – Detroit, MI & Boston, MA

Global PR & Senior Analyst Relations Manager, Solution Marketing

April 2013 – Sept 2016

- **Increased worldwide share of voice** by 30%+ YOY by **managing \$700K+ annual budget** driving new PR initiatives with agencies across **North America, EMEA, APAC and LATAM**.
- Placed high-impact feature articles in **top-tier U.S. business and tech** publications, including *Forbes*, *Fortune*, **Wall Street Journal**, *Fox Business*, *TechCrunch* and *CNBC*.
- **Improved analyst mindshare** through 50+ strategic interactions, securing key inclusion in 15+ analyst reports, including the **Gartner APM Magic Quadrant**.

Compuware (acquired by BMC Software in 2020) – Detroit, MI

Senior Communications & Analyst Relations Manager, APM Business Unit

July 2009 – Apr 2013

- Managed one direct report. Led the **PR and analyst relations strategy** for a major acquisition, generating global press coverage of **170** articles, **900+** social hits, and **tripling the company's news share of voice**.
- Oversaw PR for underperforming product lines, **improving press and analyst visibility by 100%** and launching CloudSleuth to increase web traffic by 80%.
- Secured key company recognition as a "Leader" in the **Gartner APM Magic Quadrant** across consecutive reporting cycles via 340+ analyst interactions.

Additional Experience

Compuware – Corporate Communications Manager, ChangePoint Solution • Corporate Communications Analyst, Quality Solutions • Corporate Communications Analyst, Professional Services | WSJM/AM 1400 – News Reporter/Anchor

EDUCATION

Bachelor of Arts (BA), Journalism: Michigan State University – East Lansing, MI

TECHNICAL SKILLS & TOOLS

PR, Social Media & Digital Engagement: Facebook, Instagram, TikTok, X, Snapchat, LinkedIn, BlueSky, Hootsuite, Sprout Social, Brandwatch, Buffer, UTM Tracking, Cision, Meltwater, Muck Rack, Google Analytics, TVEye, PR Newswire, Business Wire, GlobeNewswire, PRWeb

AI-Powered Content & Communication: ChatGPT, Perplexity.ai, Claude.ai, Writesonic, CoPilot, Gemini, Granola

Digital Communication & Productivity: Zoom, Microsoft Teams, Google Workspace, Microsoft Office Suite, Slack, WhatsApp, AP Style, Grammarly, Webex

Content Creation & Management: Adobe Creative Cloud, Canva, Adobe Premiere Rush, Brandfolder, Widen, WordPress, Bloomreach, Vimeo/video production

Marketing & Project Management: Workfront, Tableau, SAP xSuite, Catalyst, Salesforce, Trello, JIRA