

EMPLOYEE SPOTLIGHT

Get to know **Kayla Simon**
Marketing Coordinator



MY FAVORITE PART ABOUT WORKING WITH THE MARKETING TEAM IS...

Working creatively on marketing initiatives together. It's so fun getting to challenge my brain in new ways while contributing to our marketing efforts, and I love working through different strategies and solutions with my fellow passionate team members.

THE MOST UNIQUE PART ABOUT MY ROLE AT BREAKTIME MEDIA IS...

How many different projects I can be working on in a given week! In addition to numerous marketing projects like designing an infographic or creating a new piece of content, I might also be writing an editorial break to help out the content team or working with sales to create a new deck. I'm never bored!

A MARKETING-RELATED RESOURCE I THINK EVERYONE SHOULD KNOW ABOUT IS...

Hubspot Academy! I've learned so much about SEO, content marketing, and more from their website, and they offer so many incredibly informative courses and certifications that have helped me level up my professional skills.

THE ONE SONG I CURRENTLY HAVE ON REPEAT IS...

"Mess" by Noah Kahan. I'm a sucker for any Noah Kahan song, especially one that mentions Boston.

THE NEXT PLACE ON MY TRAVEL BUCKET LIST IS...

(Hopefully) Amsterdam! It's one place I didn't get to visit when I studied abroad in college, and I'm dying to bike around the picturesque city and eat my body weight in cheese.

ON THE WEEKENDS, YOU CAN FIND ME AT...

My favorite local coffee shop, sipping a seasonal oat milk latte and either reading a book or writing poems during the day... and probably heading to a concert at one of the many amazing concert venues in Boston at night!

I LOVE BREAKTIME MEDIA BECAUSE...

From my very first day, I felt welcomed, encouraged, and supported in an environment that fostered my creativity and professional growth. The entire team is so deeply passionate and engaged in what we do, and it's a true privilege to be a part of that every single day.