KAYLA KAISER

WORK EXPERIENCE

Programming Lead   September 2022 - Present

Dish Network/Sling, Englewood, CO

- Execute onboarding for all International VOD content and ensure channels adhere to quality standards by monitoring feed quality and performance
- Analyze viewership reports and provide improvement strategies with API programming partners
- Troubleshoot various issues seen on DISH and Sling TV including EPG, metadata, and asset errors

Senior International Programming Operations Specialist   November 2020 - September 2022

Dish Network/Sling, Englewood, CO

- Managed International operational activities including channel launches, takedowns, and upgrades
- Increased image art by 9% and provided ongoing management of metadata issues across 5 teams
- Facilitated the transition process of 450+ International channels EPGs to a new metadata provider

Programming Coordinator   January 2020 - November 2020

Dish Network/Sling, Englewood, CO

- Oversaw all EPG, outages, and image art operations of 400+ DISH and Sling International channels, managing operational relationships with 85+ programmers
- Monitored channel feed outages to identify and investigate channel takedowns
- Escalated EPG scheduling and image art issues with clients to reach swift resolutions

Marketing Coordinator   July 2018 - September 2019

Park Meadows Shopping Center, Lone Tree, CO

- Led advertising, partnerships, social media, PR, community relations, and merchant communication
- Planned and implemented all on-site special events and activities, roughly 10 major events per week
- Wrote editorials for media publications, created copy for radio and television ads, and managed website

EDUCATION

University of Minnesota

B.A. in Journalism - Professional Strategic Communication and a Minor in Leadership

SKILLS

- Microsoft Office (Excel, Word, PowerPoint, SharePoint)
- Google Suite (Docs, Sheets, Slides)
- Pivotal Software (vendor communication and project management tool)
- Utilizing Tableau to manipulate and analyze data
- Workfront (project and portfolio management tool)