

DEPARTMENT SPOTLIGHT: MARKETING





MEET KAYLYN AGUILAR

MARKETING SUPERVISOR



My favorite way that we collaborate between the team as marketers is...

I'm not sure this is necessarily a way we collaborate, but my favorite thing about our collaboration is our open communication. We've developed trust with each other and along with that comes a comfort in sharing ideas, opinions, and recommendations, especially when sharing individual work with the team for review.

Something our team loves to do to stay updated with trends is...



Share fun trends or ideas with each other. We're all following different people on social or subscribed to different newsletters and publications. Whenever we see something that we think is unique, cool or something we want to try, we share it with the team.

If I had to compare our marketing team to a fictional dream team, I would say...

The Three Musketeers! "All for one, and one for all!"





MEET KAYLA SIMON

SENIOR MARKETING
COORDINATOR



My favorite way that we collaborate between the team as marketers is...

Live working sessions. I love to figure out solutions in real-time with the team!

Something our team loves to do to stay updated with trends is...

Stay updated with what brands are doing/posting on social media. That means LinkedIn, of course, but also Instagram, TikTok, X, etc.



If I had to compare our marketing team to a fictional dream team, I would say...

Blossom, Bubbles, and Buttercup (the Powerpuff Girls)!





MEET CHRISTINE FANG


MARKETING COORDINATOR



My favorite way that we collaborate between the team as marketers is...

By using collaborative tools and platforms that allow us to share ideas, give feedback, and comment all in on the spot, making communication seamless and efficient.

Something our team loves to do to stay updated with trends is...

Follow industry leaders and brands on LinkedIn and other social platforms. We keep each other informed when we come across something interesting that could enhance our strategy. 

If I had to compare our marketing team to a fictional dream team, I would say...

Natalie, Dylan, and Alex from *Charlie's Angels*!



Something no one else
at Breaktime knows
about me is...

Kaylyn:

I like to play chess! And yes,
I was heavily inspired to get
into it after watching *The
Queen's Gambit*.

Kayla:

I love film photography!

Christine:

I love Disney, though I
wouldn't fully consider myself
a 'Disney Adult.'

