

# Kai Urbany

## Music and Digital Marketer



+805 364-1116 · Kaiurbany@gmail.com · Kaiurbany.me  
Santa Barbara, CA

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## WORK EXPERIENCE

Z2Entertainment -  
Aggie Theatre  
2024 - Current

### Marketing Intern

- Promoted live events through social media and email marketing.
- Created and automated social media posts to drive engagement.
- Developed email campaigns to enhance outreach efforts.
- Analyzed performance metrics to optimize marketing strategies.
- Ensured consistent branding across all digital platforms.

Chase Restaurant and  
Lounge  
2022 - 2024

### Server, Food Runner, Busser, Host

- Collaborated with staff to maintain productivity and prepare tables for incoming guests.
- Trained new team members in food running procedures.
- Worked effectively in a diverse team environment.
- Quickly mastered the menu to enhance service quality.

Santa Barbara Dojo  
2018 - 2023

### Lead Martial Arts Instructor

- Instructed students in core principles and fighting techniques with a focus on etiquette, discipline, and respect.
- Delivered engaging lectures and demonstrations to deepen students' understanding of martial arts.
- Contributed to the dojo's growth by signing on new members.
- Promoted the dojo's values to the community.

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## EDUCATION

Colorado State Univeristy  
2022 - 2025

### Bachelors in Business administration and Marketing

Minor in Music Business  
GPA - 3.5

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## STUDENT CLUBS

Music Business collective

**Booking agent**

Marketing Association

**Web Designer**

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## SKILLS

- Web Design
- Keyword Research
- On-Site SEO
- Email marketing
- WordPress
- Google Analytics
- Music marketing
- Social marketing and management
- Band management
- Music booking
- Music production

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## REFERENCES

### Austin Curtis

Santa Barbara Dojo Owner

**Phone:** +1 (805) 298-3265

**Email:** Austin@kickboxers.com

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