

Contact

www.linkedin.com/in/kaylacastaneda10 (LinkedIn)

Top Skills

Concept Development
Return on Investment
Market Planning

Languages

English
Spanish

Certifications

TIPS

Kayla Castañeda

Founder at Agua Bonita | Forbes 30 Under 30 | Cartier Women's Initiative Laureate | Tory Burch Foundation Fellow | Latina Businesswoman of the Year
United States

Experience

Agua Bonita

CEO + Cofounder

July 2020 - Present (4 years 2 months)

The first ready to drink, 100% real fruit aguas frescas

The Coca-Cola Company

Market Development Manager

December 2015 - July 2019 (3 years 8 months)

Starwood Hotels & Resorts Worldwide, Inc.

Sales

February 2015 - January 2017 (2 years)

San Diego, California

Major League Baseball

Sales and Marketing Executive

2013 - 2017 (4 years)

Greater New York City Area

Held multiple positions with several teams, from sales to social media, with the New York Yankees, Anaheim Angels, and Arizona Diamondbacks.

BR Guest Hospitality

Service Lead and Coordinator

July 2012 - October 2014 (2 years 4 months)

NY, NY

The Thomas Collective

Public Relations Intern (wine & spirits)

February 2014 - June 2014 (5 months)

NY, NY

Education

Arizona State University

Bachelor's degree, Communication and Media Studies · (2013 - 2015)

The King's College

Bachelor's Degree, Communication and Media Studies · (2010 - 2012)