



# KAYLA GREEN

## WORK HISTORY

### Part-Time Social Media and Community Manager

QUESTION GAMES, REMOTE  
2019 - PRESENT

- Led content and marketing strategy for the live-performed co-op horror video game, *The Blackout Club*, through community growth and interaction on social media and Discord, community management, social media strategy and public relations.

### Asst. Director of Communications in Social Media

PACIFIC UNIVERSITY, FOREST GROVE, OR  
2018 - PRESENT

- Headed social media strategy developing content for current students, alumni and donors with weekly analytical reports. Led university-wide email marketing program, building out email content and successfully transitioning everyone over to MailChimp. Designed social campaigns around major campus events and became a leader in social media on campus, helping to train and share knowledge with others.

### Social Media Manager

ADOBE, SAN FRANCISCO, CA  
2017 - 2018

- Led high-level social media and content strategy for Adobe's UI/UX design tool, Adobe XD. Communicated critical monthly software updates, headed editorial team and drove content strategy, spearheaded large social campaigns, and helped to support Adobe XD customers. Reported weekly on campaign metrics.

### Community Manager

WB GAMES (WARNER BROS.), SAN FRANCISCO, CA  
2017

- Led content strategy for official WB website forums and in-game forums. Communicated complex technical game updates and patch notes (DC Legends). Worked closely with designers and artists to ensure accuracy in game details. Moderated in-game community, forums, and Reddit page. Ran engaging community campaigns inside the in-game forums. Presented metrics reports in weekly meetings to upper management.

### Social Media Strategist

GOOGLE, MOUNTAIN VIEW, CA  
2016 - 2017

Led all social media strategy for Google Play brand with an emphasis on growing and defining mobile gaming content and partnerships. Built social media strategy from scratch to revamp Google Play brand. Led social and content strategy for high-stakes social media projects. Worked cross-departmentally on projects with high-profile entertainment partners and internal stakeholders.

## CONTACT INFORMATION

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## HIGHLIGHTED SKILLS

- Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Pinterest, Discord
- Video editing and asset creation
- Agency experience
- Customer service and support
- Paid social
- Experience leading teams and content strategy
- Adobe Creative Suite
- Social media measurement and analysis including ROI
- Managing PR, agencies, internal stakeholders and partners
- Creative writing/Blog writing/Article writing

## PREVIOUS EDUCATION

### Michigan Technological University

BA IN COMMUNICATION, CULTURE AND MEDIA;  
MINOR IN JOURNALISM; CERTIFICATE IN WRITING  
2012

- Became Editor-In-Chief of the newspaper my second semester
- Upheld 4 different freelance writing jobs alongside schoolwork

### University of Iowa

IOWA YOUNG WRITERS' STUDIO, 2005

- Studied creative writing with some of the country's top writers
- Perfected my writing through vigorous critique sessions
- Pushed myself to experience new things

## CERTIFICATIONS

### Hootsuite Academy Advanced Social Advertising

2020

