



KAYLA GREEN

CONTACT INFORMATION

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HIGHLIGHTED SKILLS

- Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Pinterest, Discord, Tik Tok
- Email marketing strategy
- Press releases/announcements
- Customer service and support
- SEO
- High-level content management and communication strategy
- Adobe Creative Suite, Microsoft Office and G Suite
- Original content creation (blogs, videos, GIFs, images, etc)
- 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



WORK HISTORY

Part-Time Social Media and Community Manager

*QUESTION GAMES, REMOTE
2019 - PRESENT*

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

Asst. Director of Communications

*PACIFIC UNIVERSITY, FOREST GROVE, OR
2018 - PRESENT*

- Lead communication and social media strategy developing content for current students, alumni and donors with weekly analytical reports. Monitored website traffic and paid social budget. 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. Helped with editorial duties and internal communications.

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, managed freelance budget, and drove content strategy, spearheaded large social campaigns, and helped to support Adobe XD customers. Reported weekly on campaign metrics and website traffic, and led editorial meetings.

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. Also helped with early development of AR Harry Potter game.

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, PR contacts and internal stakeholders.