

Kylie Freeman

(940) 391-7874 | kyliesfreeman2@gmail.com

Experience

Palm Studio LLC, Oklahoma City, OK July 2021 – Present

Founder and Owner – Social Media Management and Custom Website design

- Successful management of several social media accounts over the past two and half years across multiple platforms with diverse followings and custom strategy
- Quarter over quarter, clients have collectively reached over 385,000 accounts, seen a 17.3% increase in profile activity, and a 279% increase in total followers
- Creates original and engaging content that sets clients up to achieve remarkable milestones
- Demonstrates proficiency in tracking and reporting on data and KPIs
- Skillfully designed more than 20 custom, user-friendly websites for entrepreneurs across varied industries, including beauty, bridal, and logistics
- Ability to work cross functionally with experts in different fields to craft distinctive and tailored experiences, yielding a positive increase in client brand-awareness, engagement, and sales
- Performs a variety of functions to aid in the company's achievement of goals and business objectives creating a positive and easy experience from client inquiry to project completion

Southern California Volleyball Association, Anaheim, CA May 2019 – August 2019

Social Media Marketing Intern

- Worked under the Director of Public Relations to capture engaging content of SCVA members for the social media team
- Attended networking events to increase company's community presence

Concordia University Irvine, Irvine, CA January 2016 – May 2018

NCAA Division II Student Athlete, Women's Volleyball

- Balanced minimum of 18 academic hours per semester while participating in a minimum of 20 hours of athletic training per week as one of nineteen women
- Prioritized athletic and academic excellence through preparation, core values, and maintenance of peak physical condition by time management, intentional dedication, and days beginning at 5:30 in the morning
- Captain for the 2019 year developing and empowering teammates to uphold character through ongoing leadership, community, and fellowship programs
- Academic First-Team All-Pac-West 2017, 2018, 2019, 2020

Education

Concordia University, Irvine, CA May 2020

Bachelor of Business, Marketing

Minor – Psychology

Technical Skills

- Microsoft Office 2013 – Excel, PowerPoint, Word
- Social Media and Digital Platforms – Instagram, Twitter, Facebook, TikTok, Pinterest, CapCut
- Google G Suite – Gmail, Docs, Sheets, Slides, etc.
- Intermediate Knowledge in Adobe Lightroom and Photoshop