

Kyra Thompson



Knoxville, TN | Eastern Time



602.403.4809



creativebykyra@gmail.com



linkedin.com/in/kyra-edwards

PROFESSIONAL EXPERIENCE

XAVIER CREATIVE HOUSE

March 2023 – Present

Senior Digital Marketing Strategist

- + Manages inbound marketing content calendar across digital platforms, aligning with brand objectives.
- + Mentors interns in social media and digital marketing, enhancing team performance.
- + Oversees key internal projects, ensuring on-time, budget-compliant delivery.
- + Delegates tasks to optimize team efficiency and resource utilization.
- + Utilizes HubSpot for email and social media marketing, enhancing engagement and conversions.
- + Analyzes data using HubSpot, informing strategic decisions.
- + Develops and manages annual inbound marketing budget.
- + Documents processes to ensure operational efficiency.
- + Led project management for an award-winning rebrand.

Digital Marketing Strategist

October 2021 – March 2023

- Develop and execute strategies across social media platforms to drive engagement and brand awareness.
- Utilize Adobe Creative Suite for visual content creation.
- Implemented Later for content scheduling and management.
- Implemented Linkin.Bio, optimizing post visibility and user experience.
- Establish KPIs and conduct performance analysis, refining strategies for optimal results.
- Produce and edit engaging video content for Instagram reels.
- Monitor audience interactions and foster positive brand interactions across social media.
- Manage social media content calendar for consistent delivery.
- Manage internal project workflows and ensure timely delivery.
- Monitor website updates and analytics.
- Curate content for the XCH Newsletter and author compelling blog posts.
- Orchestrate award submissions and craft persuasive press releases.
- Cultivate employee engagement on social media platforms.
- Organize team bonding activities and team training and facilitate team meetings.

Digital Marketing Strategist

June 2021 – October 2021

- Collaborated closely with teams to bring copy concepts to life, ensuring alignment with brand objectives.
- Crafted compelling copy and content that resonated with target audiences.
- Conducted in-depth research on SEO trends and keywords, optimizing content for maximum visibility.

SKILLS

Adobe Creative Suite
HubSpot Marketing Hub
DropBox
Microsoft 365
Constant Contact
Social Media

Organizational Skills
Problem Solving
Time Management
Project Management
Marketing Budget
Marketing Strategy

EDUCATION

TEMPLE UNIVERSITY

Klein College of Media & Communications
Bachelor of Advertising – May 2021
Concentration: Copywriting
Minor: English
GPA: 3.89 Magna Cum Laude