

KYLIE GUMPERT

KYLIERGUMPERT.COM

KYLIEREENEEG@GMAIL.COM | 480-797-4640 | OMAHA, NE

ABOUT ME

Hi! I'm Kylie. I'm a creative and detail-oriented digital marketing professional who loves the challenge of finding new and powerful ways to tell stories that move people to take action. I am looking for the right opportunity to put my skills to work for a cause I care about.

SKILLS

- Content Creation
- Digital Marketing
- Social Media Marketing
- Graphic Design
- Web Design
- Email Marketing
- Google Analytics
- Writing/Blogging
- Photography
- Video Editing
- WordPress
- Customer service
- Google Ads
- Adobe Creative Suite
- Project Management

Certified: Facebook Digital Marketing Certificate - August 2020



WORK EXPERIENCE

MANAGER, DIGITAL CONTENT STRATEGY

United Way of the Midlands | July 2018 - Present | unitedwaymidlands.org

- I currently lead digital content creation, strategy and online fundraising.
- I manage United Way of the Midlands' social media, email marketing, web design, digital advertising including display, social and Google ads and online fundraising content and strategy.
- Each year at United Way my drive to produce quality and meaningful content has helped exceed digital and fundraising goals by an average of 220%.

GROWTH ENGINEER

DIBS for Kids | June 2016 - June 2018

- As an AmeriCorps VISTA and Growth Engineer with DIBS for Kids I had a unique opportunity to help build the start up technology nonprofit, which is focused on childhood literacy and providing take-home books for students in low income areas.
- I managed social media, blogs, email strategy and fundraising, supported grant writing and volunteers, developed and tested programs, collected data and results, worked 1:1 with students, supported teachers and helped develop sustainable funding strategies.

COMPANY NEWS INTERN

Reuters | June 2015 - December 2015

- As a Company News Intern I reported on the healthcare and retail industries, including the legalization of gay marriage and its impact on healthcare coverage for same-sex spouses, the future of technology in healthcare for aging populations and the rise of mobile marketing in retail.

EDUCATION

ARIZONA STATE UNIVERSITY

Bachelor of Arts, Journalism & Mass Communications

- August 2011 - May 2015
- Editor, "The State Press"

REFERENCES

Rachel McGinn | 402-319-8266

Senior Manager of Marketing, United Way of the Midlands

Brayton Hagge | 605-661-2137

Manager of Communications, United Way of the Midlands