

Kylie Graham

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EDUCATION

Oklahoma State University Stillwater, OK	May 2025
Bachelor of Science in Business Administration: Marketing	
Bachelor of Science in Business Administration: Entrepreneurship	
Study Abroad , Spears School of Business Greece	May 2023

- Engaged with United States Ambassadors and visited the Bank of Greece to deepen understanding of the nation's present-day economic situation.

WORK EXPERIENCE

Marketing Coordinator , Boiling Point Media Oklahoma City, OK	August 2025 - Present
<ul style="list-style-type: none">Monitor and manage Facebook and Instagram accounts daily using Meta Business Suite, responding to messages and comments for ~20 client accountsCapture original photo and video content on-site using mobile and camera equipment; schedule and publish social content through Semrush for multiple clients.Create and send email marketing campaigns for 6 client accounts through MailChimp.Report on performance across email marketing, organic social, and Google Business Profile.Manage and optimize Google Business Profiles and Bing Places listings for ~20 client accounts.Conduct ongoing website audits to ensure proper formatting, functional links, accurate grammar, and strong user experience.	
Marketing Intern , AutoPlumb Edmond	May 2024 - May 2025

- Launched and optimized a Google Performance Max campaign, generating \$290K+ in gross revenue with 9X return on ad spend.
- Promoted targeted Facebook content using boost features to drive engagement among segmented customer groups.
- Used Google Analytics to adjust audience targeting and maximize campaign efficiency.
- Reallocated ad spend based on performance data to improve campaign efficiency.

CERTIFICATIONS & HONORS

HubSpot SEO Certification	July 2025
HubSpot Digital Marketing Certification	July 2025
HubSpot Social Media Certification	June 2025
Stukent Social Media Simternship	August 2024 - December 2024
Dean's Honor Roll	Fall 2023, Spring 2023, Fall 2024
President's Honor Roll	Spring 2024

TECHNICAL SKILLS

Analytical Tools: **Microsoft Office Suite, Google Ads, Google Analytics, Shopify, Tableau**
Design Tools: **Illustrator, Photoshop, Canva, Wix**