

# Kylie Graham

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## EDUCATION

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**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

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**Marketing Coordinator**, Boiling Point Media | Oklahoma City, OK August 2025 - Present

- Monitor and manage Facebook and Instagram accounts daily using Meta Business Suite, responding to messages and comments for ~20 client accounts
- Capture 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

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**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

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Analytical Tools: **Microsoft Office Suite, Google Ads, Google Analytics, Shopify, Tableau**

Design Tools: **Illustrator, Photoshop, Canva, Wix**