



KYRA IVY

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☎ (713) 301-0239

EDUCATION

Texas A&M University **2021 - 2024**

- Bachelor of Arts in Communication
- Minor in Entrepreneurship
- Certificate in Group Discussion

LEADERSHIP

Zeta Tau Alpha **2022 - 2024**

- Social Media Team Member
- Philanthropy Team Lead

Aggie Wranglers **2023 - 2024**

- Merchandise Committee Member
- Public Relations Team Member:
TikTok Content Creation and
Account Management

SKILLS

- Content Creation & Strategy
- Data Analysis & Analytics
- Social Media Management
- Project Management
- Creativity & Innovation
- Branding & Positioning
- Customer Insights & Understanding
- SEO & Short-Form Video Optimization (Currently Studying)

SOFTWARE

- Microsoft Excel
- Canva
- CapCut
- SCRL
- Actively learning HubSpot to enhance inbound marketing and CRM management skills.

REFERENCES

Tricia Vanderslice

- Chief Marketing Officer and Direct Supervisor at PsychPlus

✉ tricia.a.vanderslice@gmail.com

☎ (908) 463-4069

Michael McCord

- Dance Instructor and Direct Supervisor at Lil' Wranglers

✉ m.mccord96@gmail.com

☎ (979) 595-8320

PROFILE

I'm a passionate and results-driven marketing specialist with a background in Communication and Entrepreneurship from Texas A&M University. I thrive on creating data-driven marketing strategies, producing engaging content, and staying ahead of the curve with social media trends to boost brand visibility. With hands-on experience in digital marketing, audience engagement, and brand storytelling, I'm excited to bring my skills to the table and contribute to a dynamic team. Based in Houston, Texas, I'm eager to continue growing my career and help brands connect with their audience in creative and impactful ways.

WORK EXPERIENCE

PsychPlus

Content Manager - Full-Time

2024 - Present

- Developed and managed content calendars to ensure timely, consistent, and strategic social media posts and blog content aligned with marketing objectives.
- Tracked, analyzed, and reported social media metrics to assess campaign performance, optimize engagement, and inform data-driven decisions for future campaigns.
- Wrote compelling copy for social media platforms and blog posts, collaborating with graphic designers to create visually cohesive content that aligns with brand messaging.
- Edited blog content and selected optimized imagery to enhance user experience, increase on-page engagement, and drive organic traffic to the website.

Tracey Ivy Photography

Photography Assistant / Social Media Director - Part-Time

2016 - Present

- Facilitated and coordinated photoshoots to create high-quality visual content for marketing campaigns, social media, and brand collateral.
- Directed and posed models during photoshoots to ensure alignment with the brand's creative vision, messaging, and marketing goals.
- Managed Instagram content, posting regularly to engage with followers, build an online portfolio, and attract potential clients by maintaining a consistent and visually appealing feed.
- Contributed to visual storytelling and content development to strengthen brand presence and online engagement.

LeadAbroad

Social Media Intern

2023

- Produced and edited weekly video content focused on trending topics, showcasing the study abroad experience in Barcelona, Spain, to attract potential participants.
- Developed engaging, visually appealing videos for social media platforms to increase brand visibility, boost engagement, and connect with the target audience.
- Leveraged storytelling techniques and video editing skills to create compelling content that aligned with marketing objectives and audience interests.

NexGen Careers

Student Mentorship

2023

- Collaborated with a mentor and team to complete customized marketing projects for businesses in Spain, winning 1st place in biweekly competitions for our strategic approach and execution.
- Developed a tailored social media strategy for Cook and Taste Barcelona, enhancing brand visibility, increasing social engagement, and effectively targeting the owner's audience.
- Planned and executed a cross-cultural marketing campaign for G2A, aligning European demographics with American consumer interests to successfully expand the customer base and drive new customer acquisition.