

Kylie L Wray

Strategic and Collaborative Communications Professional

CONTACT

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EDUCATION

B.A. – Journalism
University of Oregon
Eugene, OR 2013

RECOGNITION

Reach Elite (2025)
Recognized in national top 20 sales support employees for the year, awarded by upper management nomination

Achievement Award (2020, 2022, 2024)
Received for several achievements including helping another team across the country when they were short staffed and taking lead on planning for region-wide high-spend accounts

Community Recognition (2016)
Received plaques from Sandy City Council and Sandy Fire Department for appreciation of community work

RELATED SKILLS

- Media Planning & Buys
- Interviewing & Active Listening
- Campaign Reporting & Analytics - GA4
- Market & Audience Research
- Page Design & Layout
- Google Product Suite
- Adobe Product Suite
- Microsoft Office Suite
- Canva
- Wordpress

QUALIFICATIONS SUMMARY

Proactive and personable media communications professional with 15 years experience in communication, storytelling and content creation and a B.A. in Journalism. Skilled in verbal and written communication, pitching, interviewing, working under deadline and maintaining effective relationships.

RELEVANT EXPERIENCE

Senior Account Planner (*Spectrum Reach - Great Falls MT, 2016-2026*)

- Use audience research and data to craft targeted presentations to pitch cross-channel advertising campaigns to local businesses on deadline
- Manage campaign fulfillment and evaluate performance; refine as needed to optimize against client goals; create easy to read media analytics progress reports
- Design and execute successful sales promotions including the creation of all supporting collateral and messaging
- Cultivate and nurture complex relationships with stakeholders across departments to maintain goal alignment and maximize client experience
- Continuously refine workflow and strategic approach for efficiency
- Lead team of peers in various training and revenue driving projects
- *Promoted from Account Planner to Senior Account Planner in 2019*

Staff Reporter (*Sandy Post - Sandy OR, 2013-2016*)

- Report on breaking news and update blog and social media posts
- Cultivate professional working relationships with public relations and community contacts; secure interviews with subjects and community stakeholders
- Pitch, plan and write weekly community feature, news and business stories to fill paper; take and edit accompanying photographs; copy edit finished pages before print

Sustainable Life Intern (*Portland Tribune - Portland OR, 2013*)

- Develop sustainability-related feature stories in the Portland-Metro Area
- Shadow and aid page designers on Pamplin Media's Central Design Desk
- Research and compile a report on social media best practices for community promotion

The Siren Editor-in-Chief (*ASUO Women's Center - Eugene OR, 2011-2013*)

- Lead a team of volunteer contributors in creating a quarterly student publication focused on equity and inclusion; write editor's letter and other articles
- Help plan and execute center sponsored events including various speaker series, Lyllye B Parker Women of Color Conference and "Out/Loud" community concert
- Perform general office duties and assist visitors to the center

ADDITIONAL EXPERIENCE

- Adoptions Coordinator and Board Member at BellaDea Equine Rescue Foundation 2020-2022; Staff Writer and Page Designer at *Ethos* Student Magazine at University of Oregon 2012-2013; Team Member at The Duck Store 2011-2013; Office Assistant II at Multnomah County Health Dept 2011