

KYLE TREASURE

DIGITAL | WRITING | ADVOCACY



Email

treasurekyle@gmail.com



Portfolio

kyletreasure.com

EXPERIENCE

Inkhouse PR / Digital Content Manager

Salt Lake City, UT / Apr 2022 - present

Oversaw organic social media strategy and content development for national tech industry clients. Regularly communicated campaign progress, updates, and optimization. Worked to generate quality content to maximize performance, including training AI to increase team efficiency. Managed 4-8 junior team members at a time.

Treasure Communications LLC / Founder

Salt Lake City, UT / Jun 2021 - present

Provided social media strategy, writing, email marketing, media outreach, messaging, web/print design, and more for various clients including Silicon Slopes, Utah Tech Leads, and Becky Edwards for U.S. Senate, serving as communications director.

Joint Economic Committee / Communications Director

Washington D.C. / Apr 2019 - Jun 2021

Charged with all communication strategies and executions: social media strategy/execution, graphic design, video editing, animation, UX design, writing, press inquiries, and more. Led a 60% increase in web traffic and social media engagement.

Sutherland Institute / Donor Relations Manager

Salt Lake City, UT / Jan 2017 - Apr 2019

Implemented Salesforce as the central communication, policy, and development system. Designed and implemented donor recognition opportunities and administered all donor records. Oversaw internship program.

EDUCATION

BYU-Idaho / BS Communication / Dec 2015

Summa cum laude

Gordon B. Hinckley Communicator Award

SKILLS

Writing and Editing: Press releases, blog posts, social media content

Social Media Platforms: Facebook, X, LinkedIn, Instagram

Social Media Management Tools: Sprout Social, Hootsuite, Agorapulse

Graphic Design Software: Adobe Creative Suite, Figma, Canva

Email Marketing Platforms: Mailchimp, Constant Contact

Web Analytics Tools: Google Analytics, Semrush

AI Tools: Training and implementation for content creation

Project Management Tools: Wrike, Asana, Smartsheet, Adobe Workfront