

KYLE KURLICK

901.828.1223 kylekurlick@gmail.com
www.kylekurlick.com



WHAT CAN I DO

I am a visual communicator with experience in multimedia production, marketing, public relations, web design, graphic design and social media marketing. I produce high-quality content in daily and long-term projects that puts a face on the issues and missions of organizations. It is my passion to be a storyteller and present these stories in a fair and unique way in order to bring a greater sense of understanding.

EXPERIENCE

MARKETING / COMMUNICATIONS SPECIALIST

Dickson Medical Associates | Dickson, TN | 2016-Present

Established DMA's first in-house marketing department by providing physicians, mid-level providers, administration executives, medical technicians and support staff with marketing communications strategy and content. Roles include: graphic designer, copywriter, public relations representative, multimedia producer, social media administrator and webmaster. Manage, edit and produce all internal and external communication materials for print and digital platforms. Maintain relationships with local media, organizations and businesses to help promote DMA providers and services to community. Grew social media audience by 58%. Manage organizational newsroom for brand reportage. Upgraded front-end development of DMA's website to provide more interactive features for site visitors.

Highlight: Produced multiple bio videos on physicians to help build relationships between doctors and patients beyond the exam room. Localized national news topic on the opioid crisis with multimedia project of a patient testimonial discussing pain management.

PUBLIC RELATIONS / SOCIAL MEDIA MANAGER

Crye-Leike, Realtors | Memphis, TN | 2014-2016

Managed Crye-Leike's public relations department that supported real estate offices across a nine-state region. Wrote company press releases and distributed them to an extensive list of media contacts. Maintained relationships with members of the media to help promote Crye-Leike news. Maintained online newsroom, posting press releases and news coverage. Administrated corporate social media accounts by daily posting engaging content and growing audience base. Provided communication strategies to sales agents and managers to help them tell their story to the media and public. Manged company's annual United Way campaign, resulting in large fundraising totals. Collaborated with Crye-Leike's marketing department on multiple, corporate-level marketing campaigns by serving as a copywriter and video editor. Provided crisis communication and multifaceted brand journalism.

Highlight: Co-produced multiple corporate videos highlighting the services and successes of Crye-Leike's mission statement by serving as scriptwriter, video editor and assistant director.

MULTIMEDIA PRODUCER

Kyle Kurlick Photography | Memphis, TN | 2008-2016

Worked as a self-employed, multimedia producer covering assignments around the Mid-South region for local and national publications and organizations. Met daily deadlines. Worked with editors and reporters. Engaged with a variety of people, from politicians to pedestrians, for news reportage and built rapport with subjects to effectively communicate topics through visual mediums. Used social media platforms including Facebook, Twitter and Instagram to promote and market my work. Maintained a website and blog of current work on a regular basis.

Clients Included: The Commercial Appeal, The Associated Press, Memphis Daily News, The New York Daily News, World Magazine, TIME.com, Habitat for Humanity, Baptist Memorial Hospital, AFSCME and the United States Postal Service.

Highlight: Being a self-starter as I grew my business and building relationships with various organizations and media outlets. Covering a large variety of issues.

COMMUNICATIONS COORDINATOR

SRVS (Shelby Residential and Vocational Services) | Memphis, TN | 2014

Producer and editor for all internal publications. Webmaster for SRVS website. Principle producer of visual and digital content including social media, graphic design and photography. Collaborated on teams and worked individually on multiple campaigns for public relations and development departments. Raised web and social media presence of SRVS brand on multiple digital platforms with 30% audience growth.

Highlight: Helped to raise \$5,000 for SRVS through social media campaign. Using documentary photography, brought greater awareness to the community about the endeavors of SRVS to aid people supported with finding employment.

EDUCATION

Union University | Jackson, TN | 2008

Bachelor of Arts in Journalism, Minor in Photojournalism

Professional Development

Mountain Workshops | 2006-2008

Annual, week-long, intensive training project that focuses on the art of visual and written storytelling in rural towns across Kentucky.

SKILLS

Mac OS and Microsoft Windows

Software:

- Adobe Creative Suite
- Final Cut Pro
- Microsoft Office
- Wordpress

Social Media:

- Facebook
- Twitter
- Instagram
- YouTube