

KYLE TREASURE



Email

treasurekyle@gmail.com



Portfolio

kyletreasure.com

COMPETENCIES

Results-driven strategist with over 10 years of experience in content strategy, digital marketing, and social media management for global tech and public policy sectors. Proven track record in driving audience engagement and developing scalable content strategies that align with business goals.

EXPERIENCE

Inkhouse PR / Digital Content Manager Salt Lake City, UT / Apr 2022 - present

- Oversaw organic social media strategy and content development for global pre- and post-IPO tech clients, many with 20k+ employees.
- Led 4 teams of 4-8 junior team members to deliver 200-300 pieces of content per month, provide research, regularly communicate campaign progress, and provide content optimization based on relevant data.
- Worked with designers, program managers, and engineers to create and maintain quality content strategies to maximize performance, including training AI to increase team efficiency.
- Managed client CMS, overseeing regular content updates, to ensure accurate and timely delivery of content across multiple platforms.

Treasure Communications LLC / Founder Salt Lake City, UT / Jun 2021 - Dec 2024

- Provided Utah Tech Leads, Silicon Slopes, and other clients with social media strategy, branding, writing, email marketing, research, SEO, messaging, web/print design, and more.
- Created and maintained tone and voice, ensuring alignment with brand guidelines while enhancing engagement across digital, print, and social media platforms.

Joint Economic Committee / Communications Director Washington D.C. / Apr 2019 - Jun 2021

- Led communication strategies and execution across multiple channels, including social media, graphic design, video editing, animation, UX design, and writing.
- Developed and implemented social media strategies, resulting in a 60% increase in web traffic and social media engagement.

Sutherland Institute / Donor Relations Manager Salt Lake City, UT / Jan 2017 - Apr 2019

- Managed donor records for 300+ donors and led three annual donor recognition programs, increasing engagement and retention.
- Implemented Salesforce, reducing admin time and improving communication tracking for five teams.
- Oversaw the Sutherland Internship Program, recruiting, training, and supervising 12 interns annually.

EDUCATION

BYU-Idaho / BS Communication / Dec 2015

Summa cum laude / Gordon B. Hinckley Communicator Award