

Kyle Wickline

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Education:

Masters of Communication: Digital Media; University of Washington - Seattle
Specialization in User Experience and Content Management

December 2024

Key Courses: User Interaction/Visual Design, User Experience Research Strategies, Professional Short-Form Writing, Advanced UX Studio, Storytelling for Emergent Platforms, Practicum in Immersive Experience Design, Storytelling with Data, Information Architecture

Bachelors of Arts: Community Psychology; University of Washington - Bothell

August 2023

Work Experience:

Digital Marketing Specialist; GreenHaven Interactive

September 2025 - Current

Spearheaded client initiatives through SEO content creation, cross-functional team coordination, and innovative AI enhancements.

- Authored and optimized high-performing blog content and targeted landing pages, applying Google's E.E.A.T. model to elevate search rankings and consistently drive organic client website traffic.
- Engineered and deployed custom AI workflows and instruction sets, increasing operational efficiency and reducing content generation time by 25%.
- Mentored and onboarded incoming SEO writers, developing comprehensive training protocols on content strategy and cross-functional workflows to ensure rapid integration and high-quality output.
- Directed cross-functional collaborations between web developers, designers, and ad specialists to execute complex digital projects, ensuring 100% on-time delivery and maintaining high client satisfaction.
- Managed stakeholder communications and task delegation across digital properties, serving as the primary quality assurance lead to guarantee alignment with overarching business objectives.

Program & Experience Designer (Contract); U.S. Chamber of Connection - Seattle

March 2025 - September 2025

Built digital systems, learning experiences, and a scalable membership model to grow a national movement for human connection.

- Created infrastructure and launched the Chamber's first paid membership program, reaching 80 members within two weeks and generating new recurring revenue
- Designed infrastructure for three digital courses using Kajabi
- Developed user-centered onboarding, assessments, and dashboards to support engagement and learning across the member journey
- Integrated Heylo, Mailchimp, and Squarespace to streamline operations and unify communication workflows
- Built automated flows for volunteers, donors, and members, enabling personalized and scalable outreach
- Created modular email templates and segmentation logic to improve clarity, retention, and campaign efficiency
- Produced weekly challenges, live session content, and peer-led activities to deepen connection and participation
- Designed digital tools to support member navigation, self-paced learning, and certification tracking
- Automated promotional funnels, landing pages, and onboarding content to grow course enrollment and drive conversions
- Collaborated with leadership to align UX, curriculum design, and community activation strategies across platforms

Project Manager (Contract); Framework - Seattle

March 2025 - June 2025

Led a rapid public engagement design project to explore site use through emerging tech and storytelling for Wing Luke Museum.

- Pioneered immersive storytelling concepts to envision culturally rooted uses for a new museum lot
- Managed full project lifecycle from ideation to launch, delivering under tight budget and timeline
- Oversaw 18 on-site volunteers during a fast-paced, high-stakes public engagement event
- Facilitated cross-team collaboration to align creative direction with museum priorities, and a visitor-centered design

Barista; Top Pot Doughnuts

September 2019 - June 2025

- Assisted in a redesign of point-of-sale machine that resulted in a 30% reduction in service time per transaction
- Processed 100+ transactions daily while maintaining high accuracy and service standards
- Cultivated positive customer experiences through relationship-building and effective inter-staff collaboration
- Designed training materials for baristas and trained new employees on espresso bar operations and business practices.

Investigative Aide; Washington State Liquor and Cannabis Board

September 2021 - March 2024

- Executed compliance checks, enhancing regulatory adherence by attempting underage purchases of age-restricted products
- Secured accurate documentation, as evidenced by error-free reports, by assisting in writing compliance check reports.
- Navigated high-stress situations professionally, maintaining confidentiality by exhibiting a calm and relaxed demeanor

HR Communications Coordinator; Associated Students of the University of Washington - Bothell

September 2022 - June 2023

- Pioneered equitable hiring practices, resulting in a more diverse ASUWB team, by leading the Elections Administration Committee and hiring committees.
- Strengthened team performance by ensuring student employees completed duties and resolving conflicts fairly.
- Championed student interests, influencing university decisions to reflect student voices better.
- Planned, coordinated, and executed election-related events with a strong focus on organizational skills and attention to detail

Skills:

User Experience Design, Interaction Design, Wireframing, Prototyping, Design Systems, Visual Design, Accessible Design, Information Architecture, Journey Mapping, Service Design, User Research, User Testing, Persona Generation, Storytelling, Public Engagement Design, Strategic Thinking, Heuristic Evaluation, Digital Ecosystem Mapping, Systems Thinking, Course Design, Community Activation, Lifecycle Email Strategy, Workshop Facilitation, Human-Centered Design, Project Management, CRM Management, Process Improvement, Process Documentation & Reporting, Change Management Awareness, Time Management, Cross-functional Collaboration, Empathy, Communication, Adaptability, Presentation Skills, Creative Problem Solving, Team Alignment

Technology:

Adobe Photoshop, Canva, ChatGPT, Datawrapper, Figma, Flourish, Google Calendar, Google Forms, Google Meet, Google Sheets, G Suite, HubSpot, Heylo, Kajabi, Keynote, Lucidchart, Mailchimp, Microsoft Excel, Microsoft Teams, Miro, Notion, Optimal Workshop, Qualtrics, Slack, Squarespace, SurveyMonkey, Tableau, Trello, Typeform, Usertesting.com, Wix, Zapier, Zoom

Community Service:

Front Desk Assistant; Northshore Senior Center

September 2022 - December 2022

- Engaged with senior citizens to deepen understanding of their stories and issues, strengthening community relationships.
- Managed attendance records, payments, and phone communications, streamlining daily operations
- Facilitated community-building events, boosting participation through effective planning and coordination.

Troop 114 Assistant Scoutmaster; Boy Scouts of America

March 2021- October 2022

- Steered youth toward achieving scouting's three aims—character development, citizenship, and personal fitness—through supervision and mentorship.
- Managed an online database of scout rank advancement using Microsoft Excel and other online tools
- Developed comprehensive lesson plans for outdoor skills training, ensuring effective delivery and learning outcomes.

Junior Counselor; Mt.Adams Leadership Camp

August 2022, August

2023

- Developed character and leadership skills in 20 high school-aged youth by managing dorm life and providing mentorship.
- Facilitated leadership lessons that empowered teens to cultivate strong relationships and community ties.

Eagle Scout; Boy Scouts of America

September 2019