

Kyle Wickline

Project & Program Management

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Summary

Relationship-focused project manager who has taken work from first concept to launch for a museum, a national nonprofit, and a digital marketing agency. Keeps clients, creative teams, and technical staff on one plan through clear scope, steady communication, and follow-through. Promoted to lead at GreenHaven Interactive within a year. CAPM in progress.

Project Management Skills

Delivery: Scope and schedule planning, work and production plans, budget-constrained delivery, quality assurance

People: Stakeholder communication, client relationships, cross-functional and volunteer coordination, mentoring

Process: Workflow design, intake and routing, automation, process documentation, status reporting, user research

Tools: monday.com (boards, automations, AI agents, forms), Trello, Notion, Miro, Lucidchart, Slack, Google Workspace, Zapier, Microsoft Excel, Tableau, Claude, Figma, WordPress, Squarespace, Kajabi, Mailchimp, HubSpot

Experience

GreenHaven Interactive | Tacoma and Seattle area

September 2025 – Present

Lead Digital Marketing Specialist (promoted September 2026); Digital Marketing Specialist (2025 – 2026)

- Earned promotion to lead within 12 months after building the systems the agency's content team now runs on.
- Coordinate cross-functional client projects among web developers, designers, and ad specialists, tracking owners and due dates in monday.com so work ships complete and on schedule.
- Designed a seven-stage delivery workflow for monthly client content (keyword research, brief, draft, quality gates, human review, client review, publish and report), giving every deliverable a defined path and owner.
- Built a client request intake system: one form and an AI routing agent that files each request on the right client board, assigns the owner, and sets a four-business-day target.
- Developed AI workflows with quality gates for research, drafting, and reporting, cutting content production time by 25%.
- Mentor six specialists as a peer through recurring one-on-ones, logging commitments and follow-ups as dated tasks visible to leadership; onboard and train new writers and wrote the team's keyword research reference.
- Lead quality assurance on outgoing work, serve as a primary client contact, and automated completed-task feeds from monday.com into client reporting dashboards.

Framework, for the Wing Luke Museum | Seattle

March 2025 – June 2025

Project Manager (Freelance); Teaching Assistant for the partnering UW Communication Leadership course

- Managed the full lifecycle of a public engagement project about the museum's historic Eng Family Homestead, from first concept to a live community event, delivered on time and on budget.
- Wrote the production plan: four program goals, five activations each scoped at good, better, and best levels to fit the time and budget, plus staffing, supply lists, and the client's deliverables and deadlines.
- Coordinated the museum, Framework's creative team, and a University of Washington graduate course under one work plan, keeping creative direction tied to the museum's priorities.
- Planned event-day operations and oversaw 18 on-site volunteers.

U.S. Chamber of Connection | Seattle

March 2025 – September 2025

Program & Experience Designer (Freelance)

- Helped design and launch the Chamber's first paid membership program, which reached 80 paying members in its first two weeks and created new recurring revenue.
- Stood up three online courses in Kajabi with onboarding, assessments, member dashboards, and certification tracking, and set up the logistics for their live sessions.
- Integrated Heylo, Mailchimp, and Squarespace so membership, courses, and email ran from a single member record.
- Built segmented, automated email flows for volunteers, donors, and members from reusable modular templates.

Top Pot Doughnuts | Seattle

September 2019 – June 2025

Barista; led point-of-sale evaluation and staff training

- Audited a new point-of-sale system before its company-wide rollout, logged each issue with a proposed fix and priority, and redrew the menu structure; service time per transaction fell about 30%. Wrote staff training materials.

Earlier roles: HR Communications Coordinator, Associated Students of UW Bothell (2022 – 2023): led the Elections Administration Committee and hiring committees. Investigative Aide, WA Liquor and Cannabis Board (2021 – 2024).

Education, Certification & Community

Master of Communication in Digital Media, University of Washington, Seattle (user experience focus)

December 2024

Bachelor of Arts in Community Psychology, University of Washington Bothell

August 2023

Certified Associate in Project Management (CAPM), exam preparation course, University of Washington

In progress

Community: Eagle Scout; Assistant Scoutmaster, Troop 114; Mt. Adams Leadership Camp counselor; Northshore Senior Center front desk.