

# Kyra Sutherland

<https://www.linkedin.com/in/kyra-sutherland/>

## Education

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### Brigham Young University

*Communications – Public Relations*

*April 2018*

*Provo, UT*

- GPA: 3.84
- Awards: Higher Success Stipend Grant, Dean's Honor List (Spring 2016, Winter 2017)
- Related Coursework: PR Writing; PR Strategic Planning; PR Research & Measurement; Social Media Marketing; Media Ethics, Law & Responsibility; Writing Branded Content; Digital Media Production; Persuasive Writing, Public Speaking, Advanced Word Processing; Intro to and Advanced Print Publishing (Adobe Creative Suite), Web Publishing (basics of HTML and CSS)

## Experience

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### 3VC/ClickMelon - Writer

- Write SEO friendly articles for bestvalueschools.org
- E-Commerce product research and Facebook advertising
- Outreach for link-building

*July 2017– Present*

*Provo, UT*

### BYU School of Communications – Brand Journalist

- Wrote and published 4 stories to promote the school
- Performed interviews, created video content, created social media content

*Sep 2017 – Dec 2017*

*Provo, UT (BYU)*

### Vivint Research Project - Researcher

- Conducted qualitative and quantitative research to determine employee satisfaction
- Created and presented data from Qualtrics employee survey

*Sep 2016 – Dec 2016*

*Provo, UT (BYU)*

### The Odyssey Online – BYU Student Writer

- Wrote and published weekly articles for the BYU Odyssey Online group
- Wrote two of the highest shared articles of all BYU writers (77 shares & 49 shares)

*Sep 2015 – Feb 2016*

## Volunteer Experience

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### The Church of Jesus Christ of Latter-day Saints – Ministry Representative

- Trained, developed and managed four teams of two volunteers
- Organized and performed volunteer humanitarian and faith-based service through community outreach, education and awareness
- Learned how to engage those who are not open to my ideas in their own language, organize my time effectively, and resolve conflicts
- Worked 10-12 hour days, 6 days a week

*May 2013 – Nov 2014*

*Lima, Peru*

## Skills

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- Social media management (NUVI certified)
- Fluent in Spanish
- Design—took 2<sup>nd</sup> place in a national infographic design competition
- Experience with Adobe Creative Suite (comfort level)
  - InDesign (8/10)
  - Illustrator (5/10)
  - Photoshop (6/10)
  - Premiere (6/10)
- Content production (flyers, posters, magazine articles, brochures, business cards, ads)