

Kyle Graden (they/them)

LEADERSHIP

WitWay LLC, Remote Jan 2019 – Present

Founder & CEO (LGBTQ Owned)

The app is for go-getters that travel and want to maintain excellent relationships. The customizable application consists of 1.) a relationship manager for your contacts, 2.) a shareable geo-calendar for your events and travel, and 3.) an opportunity optimizer to improve efficiency with your time, money, and attention.

Seedom, Remote Sep 2017 – Present

Co-founder / CMO (LGBTQ Owned)

- Manage email, social media, and advertising strategy and communications for blockchain-based technology application
- Develop partner relations and joint marketing campaigns with charitable causes
- Create content schedule and publish press releases, blog posts, and webinars

Open For Service, Remote Jan 2017 – Jan 2018

Director of Community Engagement and Education (Volunteer Board Member)

- Scaled Google Search advertising spend from \$500 to meet \$10,000/month target
- Worked closely with board members and volunteers to implement PR and marketing strategies
- Managed relations with partners in government, healthcare, non-profit, and private sectors
- Recruited and managed two summer marketing interns

Salesforce, San Francisco, CA Jan 2016 – Oct 2016

President, LGBTQ Employee Resource Group (Outforce)

- Led a leadership team of 20 for our global community for allies of diversity in sexual orientation and gender identity
- Oversaw sponsorship of pride events in 11 cities across the globe
- Initiated projects for gender inclusion: restrooms, events, and training
- Managed relations with executive sponsors and oversaw a budget of \$600,000
- Organized three breakout session on diversity and inclusion at Dreamforce

Salesforce, San Francisco, CA Jan 2016 – Oct 2016

Co-Founder, Disability Employee Resource Group (Abilityforce)

- Helped establish a global community of allies to people with disabilities
- Led our volunteer and networking event at Dreamforce
- Organized two breakout session on accessibility at Dreamforce

Salesforce, San Francisco, CA Jan 2015 – Dec 2015

Internal Communications Lead, LGBTQ Employee Resource Group (Outforce)

- Implemented Marketing Cloud to engage employees via email and mobile SMS
- Grew membership to 1,500 employees and create dashboard to track progress

Salesforce, Indianapolis, IN Jun 2014 – Dec 2014

Co-founder & Event Lead, LGBTQ Employee Resource Group (Outforce)

- Helped establish a local chapter of the LGBTQ employee resource group
- Led fundraising efforts and organized team for the Indiana AIDS Walk

Butler University, Indianapolis, IN Jan 2013 – Apr 2014

Biodiesel Management Intern, Center for Urban Ecology

- Managed team of six for on-campus biodiesel production, a Center for Urban Ecology student-led initiative
- Oversaw production schedule, operational expenses, and community outreach campaigns
- Worked with the campus legal department to meet compliance laws

Freedom Indiana, Indianapolis, IN

Aug 2013 – Apr 2014

Lead Volunteer

- Demonstrated leadership ability by serving as liaison to Butler University and organizing a movement to successfully convince campus leadership to publicly oppose an amendment to the Indiana State Constitution
- Led on-the-street recruiting groups, generating the most donations and volunteer sign-ups
- Achieved the highest conversation rates and coached volunteers at phonebanks

Butler University, Indianapolis, IN

Jan 2013 – Apr 2014

Communications Tutor Recruiter, College of Communications

- Provided feedback on student presentations and speeches
- Managed relationship with faculty for recommendations of high performing students, contacted interested candidates with application information, and compiled a results database
- Held preliminary interviews with potential new tutors

EXPERIENCE

BitBull Capital, Remote

Jun 2018 – Mar 2018

Marketing Consultant (Independent Contractor)

- *Managed marketing initiatives for the world's first cryptocurrency fund of funds.*

Ebsta, San Diego, CA

Sep 2017 – Mar 2018

Marketing Consultant (Independent Contractor)

- Used Pardot to improve email marketing campaigns to 80,000 subscribers by increasing conversion rates with A/B testing
- Managed Editorial calendar of blogs, webinars, case studies, and social media posts driving the most website traffic and lead conversion for the fiscal year
- Implemented lead generating advertising campaigns across Twitter, Facebook, LinkedIn, and Google Search and Display with only a \$2000/month budget

Salesforce, San Francisco, CA

Apr 2015 – Oct 2016

Product Marketing Analyst, Advertising Studio

- Wrote over 80 blog posts about the advertising industry, 20 website landing pages for customer case studies, and five product release notes
- Used Structured Query Language (SQL) to perform five benchmark analyses on over two trillion ad impressions and hundreds of millions in advertising spend
- Managed and optimized a \$10,000/month budget in ad spend across Google AdWords, Facebook, Instagram, Twitter, and LinkedIn
- Coordinated four breakout sessions in the advertising track at Connection 2015
- Presented the main stage Marketing Cloud customer story in the product showcase at Dreamforce
- Implemented analytics and reporting on the full marketing funnel of our demand generation strategy by aggregating data from advertising, website analytics, social media, email, and CRM lead/opportunity reports
- Migrated email communications from Mail Chimp to Salesforce Marketing Cloud Email Studio and managed email marketing to over 6,000 customers
- Conducted quality assurance tests on products, submitted tickets to resolve bugs, and contributed new feature ideas and improvements

Salesforce, Indianapolis, IN

Jun 2014 – Apr 2015

Catapult Rotational Associate

Rotated through three cross-functional teams in:

1. Product Development: created sales enablement material including a product demo video that was used to demonstrate an innovative new AdTech product at the Connections 2014 campground, which hosted nearly 10,000 marketing professionals
2. Strategic Services (Data Science): learned Structured Query Language (SQL) and created an eLearning course to enable Marketing consultants to conduct custom client analytics requests
3. Product Marketing: Migrated email communications from Mail Chimp to Salesforce Marketing Cloud Email Studio and managed email marketing to over 6,000 customers

JD Ford for State Senate, Carmel, IN May 2014 – Jun 2014

Campaign Management Intern

- Demonstrated outgoing personality and ability to interact with voters by canvassing door-to-door
- Conducted direct marketing phone calls to constituents on election day to get out the vote
- Escorted candidate to campaign events and maintained professionalism

U.S. Dept. of Commerce - ITA - USCS, Carmel, IN Aug 2013 – Feb 2014

International Trade Intern

- Created and managed office Twitter and Hootsuite accounts, conducted market research, and updated customer relationship management software
- Analyzed export data and communicated export success stories through congressional outreach
- Developed and launched the new Indiana District Export Council website
- Attended the Export Bootcamp seminar hosted by Develop Indy and attended webinar training videos on international markets

Freelance Spanish Tutor, Indianapolis, IN Aug 2013 – May 2014

Indiana Economic Development Corporation, Shanghai, China May 2013 – Aug 2013

International Trade Intern

- Researched and created the following detailed database-like environments using Excel of: 1) 49 Indiana companies doing business in China; 2) 46 Chinese companies with foreign direct investment in the U.S.; and 3) 25 Chinese companies with potential interest in Indiana
- Developed cultural intelligence of the Asian market and learned about relationship sensitivities between China, Taiwan, and Hong Kong
- Applied effective listening and writing skills by drafting and editing emails and letters for the office director

First State Bank of Bloomington, Bloomington, IL May 2011 – Aug 2011

Customer Relationship Management Intern

- Successfully recategorized over 4,000 retail client accounts and updated the files and CRM records, making it easier to search accounts
- Completed over 60 hours of receiving inbound phone inquiries from customers

English as a Second Language (ESL) Tutor, Indianapolis, IN Aug 2010 – May 2011

Evergreen Place – Assisted Living Facility, Normal, IL Jun 2009 – Aug 2010

Dining Server

- Applied teamwork and effective communication while taking orders and running food for breakfast, lunch, and dinner
- Worked in fast-paced environment, and applied their “Happy to Oblige” approach to achieve exceptional customer service
- Completed online training to ensure food safety and comply with policies for residential care
- Anticipated and fulfilled guest needs and requests to provide exceptional customer service
- Quickly memorized daily specials, explained the menu, and answered questions about substitutions

EDUCATION

Butler University, Indianapolis, B.S., B.A.

Aug 2010 – May 2014

Majors: International Business / Spanish | GPA: 3.8/4.0

Achievements:

- Graduated Cum Laude (University / Latin Honors) with department honors in both Business and Spanish
- Recipient of Top 10 Male Student Award at the Outstanding Student Recognition Banquet (2013/2014)
- Recognized as a Top 100 Most Outstanding Student (2012/2013)

Study Abroad:

- Madrid, Spain (Fall Semester, La Universidad de Alcala 2012)
- London, United Kingdom (Summer Leadership Course 2012)
- Guadalajara, Mexico (Summer Immersion Course 2011)

Internships:

- International Trade & Marketing, U.S. Dept. of Commerce, Carmel, Indiana (Fall 2013)
- Market Research, Indiana Economic Development Corporation, Shanghai, China (Summer 2013)

Student Employment:

- Tutor Recruiter, College of Communications – Speakers Lab
- Manager of Biodiesel Production, Center for Urban Ecology
- Spanish Tutor