



Kylee Mullen

Education

Bachelor of Arts,

Dec. 2016

Simpson College

Indianola, Iowa

Majors:

English

Multimedia Journalism

Minor:

Studio Art (Graphic Design
Concentration)

Software Skills

Adobe Express

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe Photoshop

Adobe Premiere Pro

Canva

Constant Contact

Google Analytics

Hootsuite

Meta Business Suite

Microsoft Office Suite

Slack

SmartSheets

Squarespace

Webex

WordPress

Awards

• 1st Place for Best Video,
Iowa Newspaper
Association, 2021

• 2nd Place for Overall
Business Coverage, Iowa
Newspaper Association,
2021

Professional Experience

Website Designer | Jan. 2025 - Current

Insider Exposure, Jacksonville, FL

- Lead website redesign projects that improve usability, accessibility, search visibility, strengthen messaging, and enhance brand consistency
- Design websites using WordPress and other CMS platforms to enhance user experience, strengthen messaging, and expand digital reach

Digital Content Specialist | Nov. 2022 - Nov. 2023

College of Design, Iowa State University, Ames, Iowa

- Led a website redesign aligning with updated brand standards to ensure a consistent, accessible, and engaging user experience
- Managed social media content calendar, crafted audience-focused posts aligned with strategic goals, tracked analytics, and fostered community engagement
- Produced and edited multimedia content including photography, videography, and scripts; coordinated all production elements to support storytelling efforts

Communications Specialist | Oct. 2020 - Nov. 2022

Student Innovation Center, Iowa State University, Ames, Iowa

- Built and led the Student Innovation Center's communications strategy, managing website, social media, email marketing, media relations, content creation, and analytics
- Created integrated communications campaigns that connected students, faculty, staff, donors, and media with the center's mission
- Hired and supervised student communications staff while managing projects and professional development

Business Reporter | Feb. 2019 - Sept. 2020

Ames Tribune, Ames, Iowa

- Created multimedia stories for print and digital platforms under tight deadlines, combining investigative research and source networks
- Designed layouts with Adobe Creative Suite and ensured brand consistency through AP Style editing
- Managed website and social media content to expand audience reach and engagement

Content Coordinator | July 2017 - Oct. 2018

Homemakers Furniture, Urbandale, Iowa

- Developed SEO-focused webpages, product listings, blog posts, social media content, and promotional materials to enhance brand visibility
- Initiated and led product review campaigns, improving social media engagement and online reputation through data-driven strategies