



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 365

Slack

Smartsheet

Squarespace

Webex

WordPress

– Elementor

– Gutenberg

Awards

- First Place, Best Video

Iowa Newspaper

Association, 2021

- Second Place, Overall

Business Coverage

Iowa Newspaper

Association, 2021

Professional Experience

Website Designer | Jan. 2025 – Present

Insider Exposure, Jacksonville, FL

- Lead website redesign projects that improve usability, accessibility and search visibility while strengthening messaging and brand consistency

- Design and maintain WordPress websites, creating new pages and refining content, navigation and user experience as organizational needs evolve

Digital Content Specialist | Nov. 2022 – Nov. 2023

College of Design, Iowa State University, Ames, Iowa

- Led a full website redesign, reorganizing content and navigation while aligning the site with updated brand standards, accessibility needs and user experience goals

- Developed and managed a recruitment-focused social media strategy, creating audience-focused content, tracking analytics and coordinating student content creators

- Produced and directed multimedia content, including photography and video, from concept and scripting through production and final delivery

Communications Specialist | Oct. 2020 – Nov. 2022

Student Innovation Center, Iowa State University, Ames, Iowa

- Led communications strategy across web, social media, email marketing, media relations, content creation and analytics

- Developed integrated campaigns and storytelling that connected students, faculty, staff, donors and media with the center's programs and mission

- Hired and supervised student communications staff while managing projects, production timelines and professional development

Business Reporter | Feb. 2019 – Sept. 2020

Ames Tribune, Ames, Iowa

- Reported daily news and features for print and digital, with extensive coverage of local businesses, economic development and community issues

- Produced multimedia stories using writing, photography and video under daily newsroom deadlines

- Reviewed colleagues' stories, proofread final copy and supported daily print production and newspaper page layout in Adobe InDesign

Content Coordinator | July 2017 – Oct. 2018

Homemakers Furniture, Urbandale, Iowa

- Created SEO-focused web pages, product listings, blog posts, social media content and promotional materials to support brand visibility and digital engagement

- Developed customer engagement campaigns that connected in-store promotions with social media and online reviews, including giveaways and user-generated content