

Kyle Kahlil Pate • Marketing & Aesthetics

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Summary of Qualifications:

I specialize in managing the path customers follow from your company's presence outside its domain, to their ultimate conversion within your site. Whether through Pay-Per-Click advertising, referrals, or social networking I can assist in developing your company's web presence.

Technological Proficiencies

- Working background in Adobe Photoshop CS3, Dreamweaver CS3, HTML5, and preliminary PHP
- Managing content with Wordpress

Marketing Experience:

February 2010 – Current Ashland, OR
Marketing Assistant
at **Folium Partners**
§ Project Leader
§ Web Consultation
§ Established **Blackstone Audio** on Facebook
§ Developed Google Adwords Campaigns
§ Managed BlackstoneAudioApps.com

February 2010 – November 2010 Ashland, OR
Web Developer
at **Joyce Segers for Congress**
§ Developed Website: joycesegers.com
§ Assembled Promotional Video + Music

August 2008 – June 2011 Ashland, OR
Marketing Assistant
at **Jefferson Public Radio**
§ Established Facebook Page
§ Designed Icons
§ Facebook Advertising Campaigns

Summer 2005 – 2008 Sacramento, CA
Marketing Assistant & Receptionist
at **The Way Within Spa**
§ Managed booking of clients and scheduling of therapists.
§ Sold products and services both in-person, and over the phone
§ Handled and balanced cash drawer

Summer 2005 – 2008
Freelance Designer

More:

Volunteer Service

§ Southern Oregon "Day of Caring"
With United Way
Summer 2008

§ Volunteered at Guatemalan orphanage
"Casa Guatemala" Summer 2007
With Sacramento New Technology High School

Education

2008 - Current
Southern Oregon University
§ Studying Economics and Communication

2004–2008
New Technology High School
Sacramento, CA
§ Business environment educational style
§ 3.7 GPA