**Kyle Furman**

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# EDUCATION

**University of Tennessee, Knoxville, TN****Graduated: August 2019**

*Bachelor of Science, College of Communication*

• **Major:** Journalism

# WORK EXPERIENCE

**pr.business** **May 2022 – September 2024**

*Google Ads Specialist / SEO specialist / Content Creator*

* Created Google & Microsoft Bing ads for clients needing help to market their business.
* Performed research to find which keywords had the highest traffic volume with the lowest cost-per-click and inserted those specific keywords into the ad-campaign.
* Provided the entire written content for hundreds of client’s websites.

# TNJN, The Tennessee Journalist September 2014 - August 2019

 *Staff Writer / News Editor*

* Covered the University of Tennessee’s athletic events, both for home and away games, and provided preview and recap articles for the football, basketball, and soccer games.
* Filmed the matches, edited videos with Adobe Premier and provided voice-over and play by play commentary.
* Interviewed government officials, city council members, and business owners, in regards to developments throughout the East Tennessee district.
* Covered Knoxville community events, including (but not limited to) school board meetings, art exhibits, annual festivals and broadways.
* Promoted to editor, in 2018.

# Crain Atlantis, Inc. April 2014 – Current position

*Assistant Project Manager*

* Worked as a Project Manager Assistant, inspected buildings for any structural damage, worked with a team of architects and engineers to form solutions to property projects, in charge of budget tracking and formation.
* Set up appointments with clients, worked with clients to form a monthly payment plan, and helped plan office events in coordination with the President of the company.
* Assisted with the graphic design and formatting of the company’s website.
* Collaborated with internal managers and contractors to plan and schedule equipment modifications around manufacturing needs.

# SKILLS

**Software:** Years of experience in the following programs: Audacity, Salesforce, MatchCraft, Adobe Premier, Google & Microsoft Bing ads, Microsoft Word, Prezi, Microsoft Excel, Microsoft PowerPoint, WordPress.

# REFERENCES

**Ashley Stagray**, The Google Ads and Social Media Manager at pr.business. (954)320-9138 **Albert Capellini**, Engineer, president & owner of Crain Atlantis Engineering Inc. (954)520-0476 **Sam Hadi**, Coworker, and fellow community service member of Palm Beach County SammyHadi94@gmail.com (561)809-5396