

KYLE BORLAND

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HIGHLIGHTS

6+ years of digital/social media, PR + writing experience;

4+ years of advocacy, campaign, and public affairs work, including four election cycles (2016 U.S. presidential, 2018 San Francisco mayoral, and 2014 / 2018 midterms);

3+ years of business development and operations;

Earned media coverage in top-tier publications, including The Atlantic/CityLab, The Economist, The Guardian, Los Angeles Times, New York Magazine, The New York Times, NPR/Planet Money, San Francisco Chronicle, Vox, The Washington Post, WIRED, and more;

Generated \$504,941.00 in funding/revenue (to-date).

EMPLOYMENT

YIMBY ACTION | Program Manager, Membership San Francisco, CA | April 2018 - December 2018

Activated 269 midterm voters under the "YIMBY Mobility" banner to help elect Janice Li to Bay Area Rapid Transit (BART) Board and to protect CA's gas tax (#NoOn6);

Boosted digital marketing results across channels, increasing email open rates by 65 percent, Facebook engagement by 37 percent, and ad campaign signups by 24 percent;

Led programming for 2100+ national members with 42 percent YOY membership growth in 2018, selling out attendance to 50+ community and special events, and raising \$80,500 by starting the #InTheBiz event series;

Standardized processes for member relations and conflict resolution, donor development, event management, project-by-project activism, record-keeping, Slack discourse, thought leadership, and the YIMBY Affiliate program.

YIMBY ACTION | Operations Associate San Francisco, CA | January 2018 - April 2018

Created weekly company coverage reports and metrics updates; vetted media and thought leadership opportunities; and maintained the operability of the YIMBY clubhouse/office (calendars, inventory, purchase orders, IT assistance, etc.).

ANRESCO LABS | Marketing Associate, Cannabis San Francisco, CA | January 2017 - December 2017

Increased Instagram post engagement by 42 percent;

Led reporting and analytical initiatives that resulted in a 95 percent on-time sample turnaround time;

Submitted company's official comments to California's Bureau of Cannabis Control on draft adult-use regulations.

EDUCATION



THE UNIVERSITY OF ALABAMA

Master of Arts in Advertising and Public Relations
University Scholar | Completed MA + BA in 4 years
GPA: 3.3/4.0



THE UNIVERSITY OF ALABAMA

Bachelor of Arts in Communication & Information Sciences
Major: Public Relations | Minor: General Business
Cum Laude, GPA: 3.5/4.0



UA LGBTQ ALUMNI ASSOCIATION

Founding Member
Established The 1983 Fund, the first endowed alumni scholarship explicitly meant to uplift LGBTQ students at UA.



GOOGLE AD CAMP

One of 30 (out of 700) selected nationwide for AdCamp, a four-day crash course on Google's ad sales and client products, including AdWords, YouTube, and Mobile.

ENTREPRENEURSHIP

OUNCE STRATEGY | Co-Founder, and CEO

Tuscaloosa, AL + San Francisco, CA | 2013 - Present

Featured speaker on "Bridging Gaps: Achieving Diversity in Cannabis" at 2017 Cannabis World Congress + Business LA;

Handled media relations for the 2018 Cannabis Education Advocacy Symposium and Expo in Oklahoma City, and the 2017 M.A.A.N. Up Cannabis Veterans Ball in Los Angeles, CA.;

Launched BuyBlack, a Chrome extension that identifies black-owned business alternatives to shopping sites, and served on Reboot America's leadership team;

Published "Topical Cannabis" column in The Bay City Beacon;

Rebranded Genderbands for Salt Lake City Pride 2019, doubling 2018's fundraising total in one month.

WRITING | Author, Blogger, and Columnist

Alabama + San Francisco, CA | 2009 - Present

Contributed content to The Bay City Beacon, EstroHaze, CannaBiz Calendar, The Potrero View, Rise News, Football Bowl Association, Platform Magazine, and The Crimson White;

Published short stories in the Blue Moon Literary & Art Review and Goodreads' "Unlocked: 10 Key Tales,"

SKILLS

Adobe Creative Cloud;

Cision, Meltwater, TrendKite;

Google Ads + Analytics, SPSS;

Facility Operations, Organization;

HubSpot CRM, WordPress;

Hustle, NGP VAN, Voter Circle;

Mailchimp, Salesforce;

Microsoft Office (Excel) + G Suite

Social Media Marketing;

Training: CSS, HTML, Python.

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ADDITIONAL EXPERIENCE

BRIGADE | Elections Associate

San Francisco, CA | September 2016 – November 2016

Assisted the VP of communications with administrative, operational, and marketing tasks during the 2016 election.

MISSION CONTROL COMMUNICATIONS | Associate

San Francisco, CA | April 2016 – August 2016

Managed client social media channels in the clean energy, digital health, mobility, PACE financing, and SaaS industries.

THE HATCH AGENCY | Intern

San Francisco, CA | September 2015 – March 2016

Created daily client coverage / industry reports; maintained weekly agendas, metrics and speaking calendar updates; vetted media and thought leadership opportunities; managed company and client social media; conducted media outreach; and prepared client-facing briefs for top executives.

INFINITI MOTOR COMPANY | Student Account Intern

Tuscaloosa, AL | May 2015 – August 2015

Conducted in-depth interviews and content analyses to obtain key insights used in the strategic planning process;

Developed and proposed the national "Accelerate" integrated marketing campaign promoting the launch of the Q30/QX30.

GOOGLE | Student Ambassador Program

Tuscaloosa, AL | July 2014 – July 2015

Placed first in a team-based advertising challenge which entailed market and consumer analysis, developing a creative advertising strategy, and presenting the final proposal to Google leaders.

Started key partnerships with Tuscaloosa Startup Weekend, The Edge Incubator, and local city and county school systems.

ALCHEMIST BRANDING | Media Events Intern

Tuscaloosa, AL | November 2014 – January 2015

Increased the Football Bowl Association's web traffic 360 percent and its Twitter followers by 28,000 percent with the national #WinWhen campaign.

TUSCALOOSA CITY SCHOOLS | PR Intern

Tuscaloosa, AL | January 2014 – August 2014

Leveraged #LetsMoveTtown to contact then First Lady Michelle Obama, grossing 920,000+ impressions, a reach of 180,926 and \$15,411.26 of in-kind donations.

Improved system-wide attendance by 63 percent YOY with "HERE", a chronic absenteeism reduction campaign.

SOUTHERN POVERTY LAW CENTER | Public Affairs Intern

Montgomery, AL | May 2013 – August 2013

Drafted a communications plan for Teaching Tolerance's anti-bullying "Mix It Up at Lunch Day 2013," in response to the Family Research Council's counter campaign from 2012.

Coordinated press campaigns and events, traveling to assist points of contact on-site with all stages of the communications process.

CAPSTONE AGENCY | Assistant Director of PR

Tuscaloosa, AL | August 2011 – May 2013 (*student-run*)

Won 1st place in the 2012 College Duck Tape PRSSA challenge with the "Duck Tape for UA" campaign;

Worked on the LessThanUThink #GetShaq2UA, a 16-day guerrilla marketing campaign that resulted in Shaq filming an anti-binge drinking PSA, and the LTUT Mardi Gras/Spring Break campaigns.

COMMUNITY ORGANIZING

D10 URBANISTS | Founder

San Francisco, CA | January 2017 – Present

Mobilized 164 District 10 voters in San Francisco to support housing developments, transit projects, and small businesses.

REBOOT AMERICA | Executive Strategist

San Francisco, CA | July 2016 – Present

Planned public safety hackathons in Oakland and Toronto after the 2016 shooting of Philando Castile.

MODEL UNITED NATIONS | Multiple Positions

Ramstein, DE + Alabama | August 2007 – August 2015

Attended 15 model UN conferences across Europe and North America as a delegate, winning best position paper twice;

Raised \$7,000 for AIRC as ALMUN 2013's Secretary-General;

Volunteered with the Black Belt Development Initiative to assist schools across Alabama to develop their own MUN programs.

CONFERENCES + TRADE SHOWS

Startup Grind Global 2019

Cannabis Education Advocacy Symposium & Expo OKC 2018

New West Summit 2017 & 2018

Cannabis Cup 2017 & 2018

Cannabis World Congress & Business Expo LA 2017

Emerald Cup 2017

New West Summit 2017

Plank Center's Milestones in Mentoring Awards 2014

Out for Undergrad Business Conference 2013

PRSA/PRSSA National Convention 2012 & 2013