



KYRA SOBEL

CHICAGO, IL
60622

CONTACT

312-550-1967

KYRA.ROSE@COMCAST.NET

SKILLS

- Adobe Premiere Pro
- Podcast producing/editing
- DSLR cameras
- Instagram
- Twitter
- TikTok
- Bluesky
- LinkedIn
- Facebook
- Hootsuite
- Sprout Social
- Canva
- Copywriting & editing
- Adobe Suite Softwares
- Microsoft Office Suite
- WordPress
- Squarespace
- YouTube
- Google Advertisements
- Google Analytics
- SEO
- AP Style

EDUCATION

Bachelor of Arts in Journalism Minor in Political Science

Temple University | Klein College of Media and Communication | Philadelphia, PA

Honors

Graduated Cum Laude with a GPA of 3.87, Member of Kappa Tau Alpha (KTA), The National Journalism and Mass Communication Honor Society

EXPERIENCE

SOCIAL MEDIA & MARKETING MANAGER FOR STUDY NAVIGATOR

CHICAGO, IL NOVEMBER 2025 - CURRENT (CONTRACT)

- Designed and implemented a comprehensive social media strategy for a startup, growing the company's social presence from zero
- Developed a social media content calendar and reporting system to streamline posting content and data collection
- Researched and implemented best practices for promoting medical school educational products into social strategy
- Created branding and style guide for Study Navigator and sister company product, DeckHub, to ensure cohesive branding for websites and social media graphics

COMMUNICATIONS ASSOCIATE FOR THE PAULSON INSTITUTE

CHICAGO, IL MARCH 2023 - MARCH 2025

- Designed and created both still and video graphics for social media platforms
- Recorded and edited "Straight Talk" podcast with Henry M. Paulson Jr. and guests in Adobe Premiere Pro
- Scheduled monthly social media calendar for Instagram, Twitter, Facebook, Bluesky, LinkedIn, and YouTube
- Collected and analyzed social media data into a report with highlights, recommendations, and next steps to improve engagement and update strategy for all platforms
- Filmed and edited the "Blueprint" series for our YouTube channel with PI research experts
- Documented and photographed PI wide events using DSLR cameras

VETERINARY ASSISTANT/RECEPTIONIST FOR MCKILLIP ANIMAL HOSPITAL

CHICAGO, IL OCTOBER 2022 - MARCH 2023

- Performed front-desk duties and processed payments, refunds and credits as needed
- Carefully managed record requests between other hospitals and specialty practices
- Maintained the cleanliness of exam rooms and labs, and adhered to all sanitation and safety standards
- Assisted with walking, feeding, and picking up after the animals.
- Performed blood draws and collected urine and stool samples

COMMUNICATIONS AND MARKETING EMPLOYEE FOR TEMPLE UNIVERSITY COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT

PHILADELPHIA, PA OCTOBER 2020 - AUGUST 2022

- Planned a monthly social media calendar of posts for Instagram, Twitter, Facebook, and LinkedIn
- Collected social media data into a report and analyzed analytics to improve engagement on all platforms
- Presented and interpreted social media trends to the entire college communications team
- Wrote articles for the college's website, consisting of found research and self-conducted interviews, highlighting staff, students, and new programs within the college

HOSTESS/BARTENDER- CONCOURSE DANCE BAR

PHILADELPHIA, PA AUGUST 2021 - AUGUST 2022

- Served bar patrons drinks, including beer, wine, and mixed beverages
- Operated POS systems and large sums of cash when taking cover charge at the front door of the facility
- Maintained an open line of communication with management to help ensure a pleasurable experience for customers

PERSONAL ASSISTANT FOR HANA IVERSON PHOTOGRAPHY

PHILADELPHIA, PA AUGUST 2020 - JANUARY 2022

- Created an organizational system for Iverson's family photography archive and personal photography works
- Properly archived, labeled, and digitized photographs
- Assisted in planning, designing, and researching for funding of photography books of Iverson's work