

KYLE REILEY

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WORK EXPERIENCE

Pease Park Conservancy

Creative and Technology Services Manager

Jan 2019 - Dec 2021

- Fostered the organization from a two-person team with a \$200,000 annual budget to a twelve-person team with a \$1.4 million annual budget
- Improved the development teams ability to maintain, manipulate, and report data by integrating all donor information, including over 8,000 contacts and accounts into Salesforce CRM increasing team efficiency and donor retention
- As sole Salesforce Administrator, responsible for training existing staff on best practices, addressing/debugging issues, maintaining data integrity and building out new functionality and workflows within the CRM
- Skillfully designed digital content and printed materials (illustrations, gifs, videos, emails, signage, event materials, letterhead, booklets, swag, business cards) using Adobe Illustrator, Photoshop, InDesign and Premiere
- Built a new company website integrating new company branding, donation software, Salesforce CRM, and email marketing software to offload and reduce team workload increasing monthly visitor traffic from 500 to 5000
- Streamlined new processes for revenue and expense reporting, the annual audit, budget reconciliation, physical and digital filing, payroll and benefit selection, invoicing, meeting scheduling, and donor moves management

Development and Communications Coordinator

Oct 2017 - Jan 2019

- Oversaw all external communications and expanded followers across all social platforms by 300% in under a year
- Developed, organized, and oversaw new park fundraising, volunteer, and park activation events; coordinated public and private stakeholder input meetings, board meetings, and committee meetings; and led biweekly volunteer projects in the park
- Surpassed \$100,000 budget in grant funding and initiated \$25,000 in new annual fundraising campaigns

Self-Employed

Web Developer

Jan 2017 - Oct 2017

- Built and maintained dynamic websites and CRMs for local business and nonprofits

Empact IT Solutions

Analytics Intern

Jun 2013 - Aug 2013

- Worked with analytics team to create, maintain and test Microsoft SQL Server Databases and build BI packages
- Updated multiple databases using combination of SQL Queries and Excel functions running nearly 1000 insert/update queries daily
- Engineered and launched new database for cattle tracking as part of final project

Vatani Consulting Engineers

Plan Coordinator

Jun 2012 - Aug 2012

- Coordinated with city permitting agencies to approve civil and architectural site plans

EDUCATION

The University of Texas At Austin

Bachelor of Science in Computer Engineering

Primary Technical Core: Software Engineering; *Secondary Technical Core:* Integrated Circuits

TECHNICAL SKILLS

Skilled: Java, C/C#/C++, HTML/CSS/JS, Python, SQL, Linux, Adobe Products(Illustrator, Photoshop, Premiere, Dreamweaver), Linux, Unity **Experience with:** Selenium, AngularJS