MARKETING COORDINATOR · PAID SOCIAL · CONTENT · CAMPAIGNS

KYLE DAHLKE.

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203.451.9231

A hybrid marketer with a designer's eye, a salesman's grit, and a head for data, building and executing campaigns that actually convert.

+$216K YoY Revenue
Drove a 67% revenue increase at Azusa Pacific University by turning field research into new positioning.

100% Capacity
Sold the last 9 plots in Azusa's community garden within a month, taking occupancy from 77% to full.

AI RAG Search
Engineered an AI tool that answers APU program questions however they're phrased.

EXPERIENCE

Test Center Administrator
July 2026 – Present

Pearson · Pasadena, CA

- Run candidate check-ins and proctor exams under secure testing policies

Admissions Representative
June 2025 – Dec 2025

Azusa Pacific University · Orange, CA

- Recruited at junior colleges in Orange County to increase program awareness
- Guided prospective students through the enrollment process using daily phone, text, and email outreach
- Engineered an AI RAG search tool on NotebookLM, mapping 91 program topics so reps could answer questions however they're phrased
- Coordinated with departments to complete student application files

Brand Marketing Intern
July 2024 – May 2025

BlackLine Media · Culver City, CA

- Optimized Meta Ad performance through A/B testing and data analysis
- Built a TAM-SAM-SOM model that narrowed 260,909 county students to the 11,417 worth targeting, then pitched a ~$5K experiential campaign around them
- Developed content calendars and GTM plans, including a 4-week posting framework a meal kit owner could run in under 4 hours a week

Marketing Coordinator
Sept 2021 – May 2024

Azusa Pacific University · Azusa, CA

- Surveyed 270 students in two field-research phases and repositioned service trips around graduation credits, lifting sign-ups 67% as enrollment fell 15%
- Produced videos, flyers, social media content, and organized in-person events

Field Sales Rep
Feb 2021 – Apr 2021

Momentum Solar · Stamford, CT

- Generated leads contributing to revenue, canvassed 4,500+ households
- Consistently met sales quotas

FREELANCE

Alcon Entertainment
Social Creative · Aug 2024

Designed the launch grid for the official Blade Runner Instagram: nine posts forming one cinematic image (367 likes)

City of Azusa
Campaign Lead · Feb 2024 – Apr 2024

Led a social, print and event campaign built around a free salsa class that sold the last 9 garden plots within a month

SKILLS

PAID, DATA & AI

Meta Ads · Google Ads · Google Analytics · Tableau · MySQL · NotebookLM

CREATIVE

Photoshop · Illustrator · InDesign · After Effects · Final Cut Pro · CSS

CRM & OUTREACH

Mailchimp · Hootsuite · Pipedrive · Apollo · Instantly · Formstack · Microsoft 365

EDUCATION

B.S. Business: Marketing
Azusa Pacific University
GPA 3.7