



Kya Nilges

Marketing and communications professional with proven expertise in project management, digital strategy, and cross-functional collaboration. Leveraging a creative background and business administration skills to drive organizational growth and operational excellence.

contact

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skills

Strategic Planning
Project Management/Coordination
Stakeholder Engagement
Data Analysis
Cross-Functional Collaboration

Copywriting
Editorial Writing
Editing

Social Media Management
Content Strategy & Creation
Photography & Photo Editing

Adobe Creative Suite
Graphic & Publication Design
Branding & Logo Design

achievements

Content Marketing Certification, 2023
Outstanding Comm Design Senior Award, 2024
Kopenhaver Center Boot Camp, 2024

work experience

Strategic Communications Associate

Missouri AfterSchool Network (MASN) | Jan. 2024 - Present

Responsibilities:

- Design print and digital marketing materials, managing communication projects from conception to completion.
- Lead site visits and interviews, achieving increased partnership sustainability and buy-in through storytelling and collaboration.
- Develop and execute communication strategies for small and large-scale conferences, managing vendor relationships and coordinating cross-functional teams.
- Grew social media engagement across platforms by 147% (Facebook) and 35% (Instagram) quarter-over-quarter through strategic content optimization.

Social Media Director, Writer, & Graphic Designer

Stephens Life Magazine | Jan. 2023 - May 2024

Responsibilities:

- Managed a six-member social media team, boosting engagement by 35% through trend research and targeted content strategy.
- Wrote and edited print and digital articles, boosting state readership by 40% and national readership by 60%.
- Led creative development meetings and workshops.
- Successfully planned events, collaborating with facilities, student development, and caterers, raising attendance by 20%.

Marketing Intern

Stephens College | Jul. 2023 - Dec. 2023

Responsibilities:

- Designed marketing materials for print, digital, and social media.
- Photographed and recorded events for Reels and web content.
- Wrote copy for web, student marketing, and internal communications.
- Advocated for student voice in external communications.

education

Western Governors University

Master of Business Administration | Expected Graduation May 2026

Stephens College - Columbia, MO

BFA in Communication Design | Summa Cum Laude

- President and co-founder of The Design Collective
- VP Learning and Development of Kappa Delta

East Central College - Rolla, MO

AA in Liberal Arts | Summa Cum Laude

- Phi Theta Kappa Honor Society