

KYLEE KROPF

<https://www.kyleealice.com/> | <https://www.linkedin.com/in/kyleekropf/> | kyleekropf@ucla.edu

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

Bachelor of Arts, Double-Major in English and Communication

GPA: 3.974

Honors: Dean's Honor List, Honors Student, College Scholar, Alumni Scholarship Recipient (multiple awards), Bio-Techne Scholarship Recipient

Relevant Coursework: Integrated Marketing, Methodologies in Communication Research (Data analysis, R Programming), Computer-Mediated Communication, Communication Science (Data analysis), Introduction to Statistical Reasoning, Legal Communication, Principles of Accounting

Los Angeles, CA

June 2024

WORK EXPERIENCE

Clarkson Law Firm

Legal Intern

Malibu, CA

September 2024 - Present

- Drafting and editing legal documents, including notice letters, motions, complaints, and client correspondence, for public interest lawsuits
- Conducting detailed scientific and legal research to originate case theory for prospective false advertising and data breach cases
- Communicating with clients via email and telephone calls and reviewed and edited documents during discovery
- Reviewing and organizing discovery of thousands of documents for litigated cases utilizing Excel and file management software

Her Campus at UCLA

Editorial Writer

Los Angeles, CA

October 2021 - July 2024

- Authored and edited engaging, style guide-compliant blog posts, articles, and listicles directed toward young women on a variety of topics
- Wrote press releases, event recaps, interviews, and blogs to effectively implement content marketing strategies to promote large brands such as Taco Bell, Reese's Book Club, [Spotify](#), and [Jolyn Swimwear](#) (earning more than 17K views in 1 week for an article)
- Improved search engine optimization strategies by conducting research to optimize titles and keywords for increased search engine rankings

Besa Mi Vino

Digital Marketing Intern

Los Angeles, CA

February 2024 - June 2024

- Developed and implemented affiliate marketing strategies, performed competitive market analysis, analyzed analytics data for social media campaigns
- Assisted with the design and execution of social media campaigns, created and distributed content across social media channels

Stanley 1913

Student Ambassador

Los Angeles, CA

March 2024 - May 2024

- Promoted the Stanley brand on campus and through personal social media channels (10K followers on [Instagram](#), 5.6K followers on [TikTok](#)), increasing shares by 41.7% and likes by 5.2% to effectively utilize social media marketing strategies to increase collegiate brand awareness
- Engaged with peers to increase brand awareness on campus by organizing giveaways and social events with 50+ attendees

Paramount+

Audience Acquisition (Digital Marketing) Intern

Los Angeles, CA

June 2023 - November 2023

- Created playbook and flowchart highlighting ad product capabilities, creative best practices per social channel details, information about audiences/demographics within each social channel, and strategies for how/why to run media for particular campaigns for internal and external use by collaborating within the Audience Acquisition team and with social partners
- Built and launched brand and performance ads for Meta, TikTok, and Snapchat via Sprinklr for ad campaigns and evaluated against KPIs

Clarkson Law Firm

Legal Intern

Malibu, CA

July 2022 - June 2023

- Conducted factual and scientific research memorandums for various class action lawsuits
- Drafted and edited legal letters, including Consumer Legal Remedies Act (CLRA) notice letters and punchback letters

UCLA School of Law

Business and Finance Student Assistant

Los Angeles, CA

May 2022 - August 2022

- Processed invoices, reimbursements, and weekly deposits for UCLA Law faculty members
- Performed administrative duties such as answering telephones, greeting visitors, ordering supplies, sorting mail, filing, and data entry

Buzzy Booth

Marketing Intern

Los Angeles, CA

January 2022 - June 2022

- Contributed to a 146.5% increase in TikTok views and a 27.5% increase in Instagram engagement in two months
- Analyzed and compiled analytics data and wrote weekly reports for stakeholders, also implementing adaptive plans for increasing content engagement, including the planning and execution of 5 new TikTok videos and Instagram reels a week
- Conducted research on social media platforms and contacted 30 influencers per week to collaborate to promote Poptaps product

Entertainment Lab

Intern Talent Manager

Los Angeles, CA

August 2021 - October 2021

- Scheduled and coordinated 30+ auditions, appointments, callbacks, holds, and shoots between represented actors, writers, directors, talent agents, casting directors, and producers a day for two 10-hour days a week while balancing a full course load
- Covered film and television scripts by performing detailed analysis, summary, and review of one script a week

California Treasures & Tableware

Marketing and Social Media Manager

San Diego, CA

August 2020 - January 2021

- Designed a custom website and created and launched Etsy and Shopify stores, crafting listings with directed descriptions, keywords, and photographs to contribute to an increase in sales from 0 to over 1000 in under a year, achieving a "Star Seller" certification on Etsy

ACTIVITIES & INTERESTS

Technical Skills: Microsoft Excel, G Suite, R, Sprinklr, Google Campaign Manager, Google Ads, Meta/Snap/TikTok Ads, Google Analytics **Certifications:** The Fundamentals of Digital Marketing Certification (Google Digital Garage), Spanish (California State Seal of Biliteracy) **Activities:** Executive Editor of Poetry at *Westwind* Literary Arts Journal (2020-Present), UCLA College Scholars Mentor (2020-Present), UCLA Alumni Scholars Club (2020-Present) **Publications:** *Train River Poetry Winter* (2020), *The Mandarin Magazine* (2020), *Westwind* (2021), *Open Ceilings* (2022), *Xylem Magazine* (2022)