



Kyra Bruce

EXPERIENCE

WRITER

THE AUSTIN CHRONICLE | JANUARY 2025 - PRESENT

- Pitch and write articles.
- Source and conduct interviews.
- Gather high quality photos for print.

SEO SPECIALIST

TIER LEVEL DIGITAL MARKETING | NOVEMBER 2022 - DECEMBER 2024

- Write, edit, and post keyword driven blogs for client's websites.
- Conducted comprehensive keyword research and competitor analysis to identify growth opportunities and improve client search visibility.
- Manage Google Business Profiles.
- Create educational blog videos for the company's website.
- Stayed on top of SEO trends through online courses.
- Built and managed link-building campaigns, enhancing domain authority and boosting organic search performance.
- Monitored site health and performance through Google Analytics, Google Search Console, and SEMrush/Ahrefs, providing actionable insights to clients and internal teams.

CONTENT STRATEGIST/PRODUCER

ROOT TULSA | AUGUST 2021 - NOVEMBER 2022

- Manage and grow Instagram account with over 12,000 followers.
- Manage events database and curate homepage of roottulsa.com.
- Pitch and write articles for online blog.
- Monitor Google Analytics for web traffic.
- Create, edit, and send newsletter to more than 10,000 subscribers.

DIGITAL EDITOR

THE TULSA VOICE | MAY 2019 - NOVEMBER 2020

- Pitch and write articles.
- Edit freelance writer's pieces.
- Source and conduct interviews.
- Gather photos for print.
- Manage all social media.
- Create interesting online-only stories to draw traffic to the website.
- Manage the back end of website/ upload digital issue.
- Create and send weekly newsletter to over 2,000 recipients.
- Guest on and help produce Tulsa Talks podcast.

SKILLS

- Final Cut Pro
- Adobe Suite
- Pro Tools
- Microsoft Office Suite
- Social media
- A/V producing/editing
- Writing/ editing
- Photography
- AP style
- SEO

CONTACT

(918) 810-0846

BRUCEKYRA@ICLOUD.COM

[HTTPS://BRUCEKYRA.WIXSITE.COM/PORTFOLIO](https://brucekyra.wixsite.com/portfolio)

EDUCATION

Oklahoma State University 2015-2019

Bachelor of Arts

Major - Multi-Media Journalism Production

Minor - Philosophy

AWARDS

First place: Oklahoma Broadcast Education Association for entertainment/ talk programs.

Third Place: National Broadcasting Education Association in the News Magazine show category.

REFERENCES

Lindy Janson

Chief Operations Officer
at Tier Level

Lindy@tierlevel.com

+31 (6) 16 04 95 16

Jezy J. Gray

Editor of The Tulsa
Voice

jezy.gray@gmail.com

(580) 795-4920