

KYLE LANGAN

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(609) 617-2523

Vision-led storyteller and brand builder with 12+ years shaping brands through design, content, and culture.

CORE EXPERTISE

- Editorial & Brand Communications
 - Social Media Strategy
 - Content Creation
 - Sustainability & Ethical Storytelling
 - Brand Identity & Visual Language
 - Team Leadership & Mentorship
 - Celebrity + Influencer Collaborations
 - Exceptional Communication Skills
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PROFESSIONAL EXPERIENCE

KJL Media (2013 - present)

Social Media & Branding Consultant

- Grew client social media following by 100,000+ followers in one year.
- Developed social media strategy for film and TV marketing campaigns and premieres.
- Managed, created, and curated content for clients' social media accounts.
- Provided brand audits & image consulting on improving brand presence.
- Directed all content for the lifestyle brand, www.HamptonstoHollywood.com

Lawyers for Justice, PC (2020 - present)

Creative Director

- Oversaw the production of all creative content & assets across production, copy & design teams (5 direct reports) and collaborated with external agencies & influencers.
- Directed the creative ideation, implementation & rollout of new sub-brands & their assets.
- Developed brand-aligned social media strategies to drive audience engagement & awareness.
- Served as the main point of contact for all press.
- Conceptualized creative campaigns to drive leads that grew the firm's reach by 48%.

Los Angeles World Affairs Council & Town Hall – Los Angeles, CA (2016 - 2020)

Marketing & Editorial Director

- Developed and managed an annual marketing budget of \$400k.
- Hosted & executively produced the talk show, *Town Hall Chats*.
- Oversaw all written and corporate communications.
- Set brand standards & ensured all collateral was consistent with brand strategy.
- Conceptualized & implemented marketing strategy to drive ticket sales to events.
- Directed and oversaw all social media platforms, social media strategy, & advertising campaigns using analytical audience targeting.

The Agency – Beverly Hills, CA (2015 - 2016)

Social Media Manager

- Managed and oversaw 10+ corporate social media accounts for The Agency & its sub-brands (new development division, luxury clients, and global brands & communities in Mexico and Europe).
- Oversaw a team of graphic designers.
- Increased The Agency's social media following by 100,000+ followers.
- Presented on social media trends & reported on marketing growth.
- Developed and implemented viral digital ad campaigns.

Arthritis National Research Foundation – Long Beach, CA (2013 - 2015)

On-Air Host & Marketing Specialist

- Created & hosted the streaming talk show, *Arthritis Now*.
- Managed the writing & editing of all written editorial content and press releases.
- Increased annual magazine circulation to over 1 million readers.
- Managed all social media content.
- Coordinated event production with outside partners & attended as foundation ambassador.

Freelance Journalist – (2009 - 2017)

The Los Angeles Times

- Was a featured cultural editorialist on dating & relationships.

Beverly Hills Lifestyle Magazine

- Served as the Arts & Culture Editor in 2022
- Creatively directed feature photoshoots with celebrity subjects.
- Liaised with PR agencies to schedule events, interviews, & appearances.

Guest of a Guest, LLC

- Wrote innovative articles on Hamptons & Los Angeles nightlife, events, and lifestyle.
- Attended events and hosted on-camera segments for digital coverage.

The Morning Call

- Wrote a column in the newspaper's "ask" section, answering questions from readers & fans.
- Received assignments & wrote editorials to topical concerns of newspaper readers.

EDUCATION

DeSales University Center Valley, PA

Bachelor of Arts, 2010

Communication & Journalism

University of Newcastle Newcastle,

Australia (**Study Abroad**)

Communications

TECHNICAL PROFICIENCIES

Adobe, FinalCut, CapCut, Monday.com, Asana, WordPress, Shopify, MailChimp, Google Suite