

KYRA GOLDSTEIN

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WORK EXPERIENCE

Head of Marketing/Project Supervisor | OrganizAngels LLC | Burbank, California

January 2025 – Present

- Developed and executed a comprehensive marketing strategy
- Increased brand visibility and positioned the company as an industry leader
- Produced high-impact video content highlighting client transformations
- Utilized both full process and before-and-after storytelling techniques
- Led cross-functional collaboration between operations, field teams, and client services
- Managed logistics including inventory, transportation, and vendor coordination
- Launched community outreach initiatives and built strategic local partnerships
- Represented the company at public forums and community meetings

Assistant Sports Director | WJBF NewsChannel6 | Augusta, Georgia

December 2022 – January 2025

- Produced, wrote, and anchored live sports segments for broadcast and digital platforms
- Created timely video and written content to drive viewer engagement
- Managed social media sports coverage, scores, and breaking updates
- Conducted interviews and feature storytelling with athletes and coaches

Sideline Reporter (Freelance) | SEC Network/ESPN | Tuscaloosa, Alabama

November 2021 – July 2022

- Delivered live sideline reporting for SEC football, baseball, and basketball broadcasts
- Conducted real-time interviews and game updates for national television audiences
- Collaborated with producers and talent on storylines and pre-game research

Studio Host – “Tide TV This Week” | Crimson Tide Productions | Tuscaloosa, Alabama

July 2020 – May 2022

- Co-hosted 66 episodes of the University’s flagship weekly sports show
- Wrote scripts, produced segments, and assisted with video editing
- Provided studio coverage of NCAA athletics with a professional on-camera presence

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EDUCATION

University of Alabama | Tuscaloosa, Alabama

B.A. in New Media – Sports Broadcasting Emphasis, Communications Minor

VOLUNTEERING & INVOLVEMENT

Heart of Angels: Annually providing food, clothes, and essentials to families in need at Christmas

Alpha Omicron Pi: University of Alabama from 2019-2022

Teen Line Suicide Hotline: Offering support and resources to at risk teens from 2013-2015

Burbank High School Basketball

SKILLS

Marketing & Strategy: Brand positioning, content strategy, community outreach

Media & Tools: Adobe Premiere Pro, Photoshop, ENPS, Microsoft Office, Google Workspace

Professional: Project management, client communication, problem-solving

REFERENCES AVAILABLE UPON REQUEST