

Kiara Lyles

kiaralyles101@gmail.com • (618) 306-3389 • [linkedin.com/in/kiara-lyles/](https://www.linkedin.com/in/kiara-lyles/) • kiaralyles.com

Experienced brand professional with over eight years in digital design, communications, and digital marketing. Skilled in creating engaging content, modifying marketing plans based on data, and ensuring alignment with business goals.

Align Technology, Inc. | Morrisville, NC

Digital Designer

October 2021 - Current

- Advised 5+ cross-functional teams on best design and user-experience practices while building marketing assets for four brands: Invisalign, iTero, Vivera, and Align Tech.
- Produced design assets including landing pages, microsites, emails, tradeshow displays, print collateral, and interactive PDFs to support key objectives of marketing campaigns.
- Successfully achieved KPIs for various marketing campaigns, including partnerships with the NFL, influencers, celebrities, orthodontists, and general practitioners.
- Supported 10,000+ Invisalign providers by leading the complete rebuild of the internal marketing site, empowering them to confidently market Invisalign within their practices.
- Collaborated closely with the Data Asset Manager to refine file organization and design intake request processes, increasing team productivity by 50% and minimizing errors.

Speakhaus Inc.

Visual Designer

October 2022 - Jan 2024

- Developed a visual brand identity, including logos, brand identity guidelines, pitch deck templates, educational workshop decks, and physical marketing assets.
- Translated marketing and strategic briefs into engaging creative concepts that supported business objectives and goals.
- Increased website visibility of the brand by 50% and reduced drop-off rates by 25% by improving the user journey for website visitors and prospective clients.
- Promoted consistency across brand aesthetics and tone of voice for photography, graphic elements, and copy.

North Carolina Agricultural and Technical State University | Greensboro, NC

Social Media Marketing Manager

Aug 2019 - May 2020

- Increased Twitter and Instagram follower counts by over 50% and engagement rates across channels by 80%
- Developed, edited, and posted daily content to foster meaningful connections and drive engagement
- Managed content moderation to ensure it aligned with University standards and brand guidelines

North Carolina Agricultural and Technical State University | Greensboro, NC

Bachelor of Science, Journalism & Mass Communication

2016 - 2020 | *Magna Cum Laude*

Hubspot Academy

Digital Marketing Certificate

Google, Inc.

UX Design Professional Certificate