KYLE M STEVENS
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SUMMARY
A hybrid systems-and-communications professional with operational intuition and a record of improving employee and organizational effectiveness.

EXPERIENCE

Williams County Family YMCA - Bryan, OH

Operations Coordinator (full-time, hybrid) | 01/26-Present

- Secured $58K in grants with no prior experience while aligning proposals to our strategic goals.
- Implemented new methods such as digital agreements, electronic signature tools, perpetual program lead forms, improved rental processes, automated incident report workflows, expanded customer service inquiry options, AI-assisted monthly invoice management, user experience emphasized translation services, and an internal communication log with staff resources.
- Suggested and administered a new strategy with the YMCA360 app: offered to the entire county for free instead of as a member only benefit in a bid to help those outside our immediate impact. This method was considered for broader implementation by all Ohio YMCAs.

Marketing Coordinator (full-time, hybrid) | 01/24-Present

- Optimized 2025 social reach with 1.1M page views and 10.6k link clicks (+231.3%).
- Streamlined website for 57k+ users and an 80% homepage engagement rate (2023-2026).
- Grew Google Business Profile; interactions +62% and site referrals +77% (2023–2026).
- Developed Apple Business Connect; interactions +49% and calls +161% (2023-2026).
- Promoted an event that achieved its highest attendance and funds raised in 10 years.
- Contributed to growth in a rural county of ~37k: 2,679 to 4,132 members (2022-2026).
- Helped increase prioritized programming:
  - youth soccer (2024: +63.8%, 2025: +14.8%),
  - annual 5k (2023: +71.2%, 2024: +14.4%, 2025: +10.6%)
  - before & after care (2023: +27.3%, 2024: +16.1%, 2025: +10.8%, 2026: +13.9%)
  - summer camp (2023: +75.3%, 2024-2025: +10.6%, 2026: +66.8%)

Administrative Assistant (full-time, hybrid) | 01/24-01/26

- Provided administrative support to the CEO in execution of facility processes and projects.
- Resolved basic-to-intermediate IT issues, reducing downtime and support bottlenecks.
- Collaborated with CEO on increasing the incorporation of YMCA ideologies and history into an independent location's onboarding, work culture, and community-based interactions.
- Supported moving team goals and vision forward while attentively revising implementation.

Communications Specialist (part-time, hybrid) | 01/23-01/24

- Continually monitored, updated, and expanded web presence to enhance customer reach.
- Combined or modified assets from multiple resources to quickly create brand compliant content.
- Collected and input variable session based programming details into internal Daxko software.

KMS Marketing & Design - Defiance, OH

Contract Photo Editor (part-time, hybrid) | 10/22-03/26

- Heavily involved in the 70.8% reduction of client's turnaround time and decrease in error rate through process improvement, automation, and team collaboration / training.
- Initiated and undertook web-based platform migration that improved UX/UI, removed a large portion of manual order management, and increased online sales 34.2% from the previous year.
- Researched and incorporated a tool that simplified variable time zone photoshoot scheduling.
- Quickly edited photos in bulk according to company requirements and customer requests.

Various Temporary Agencies - Northwest, OH

Various Roles (full-time, temporary) | 05/21-12/22

- Oversaw machine operation while evaluating product quality.
- Uploaded, imported, and entered data and/or content into a web-based system.
- Completed Excel tasks and scheduled meetings to work within administration's constraints.

EDUCATION

Bachelor of Science in Graphic Design
Indiana Wesleyan University

AWARDS

Dennis Ruble Rising Star Award
2025-2026 Leadership Academy Cohort
Ohio Alliance of YMCAs | 04/26

CERTIFICATIONS

Leader Certification
YMCA of the USA | 07/24

Project Management Certificate
Google & Coursera | 05/21

SOFTWARE

Google Workspace - Experienced
Microsoft 365 Suite - Experienced
Adobe Creative Suite - Experienced
Canva & Affinity - Experienced
CapCut - Experienced
Email / Text Platforms - Experienced
Form Builders - Experienced
Claude / ChatGPT / AI - Intermediate
Zapier / Automations - Intermediate
Wordpress - Intermediate
Elementor - Intermediate
HTML, CSS, & JavaScript - Basic

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