

# Kyle Gunby

Open to Relocation | 314-580-5302 | kgunby1@gmail.com | [www.kyle-gunby.com](http://www.kyle-gunby.com)

## Education

### University of Missouri

Columbia, Missouri

- Bachelor of Journalism: Strategic Communication** (and a wild assortment of Minors)
- Interned with **Cramer-Krasselt Chicago**, Summer/Fall 2016
- Arena Academy** graduate, Winter 2022

## Advertising

### 21GRAMS NY | Senior Copywriter

April 2021 – July 2021

- Wrote and conceptualized campaigns for ERLEADA® and health advocacy groups
- Crafted guerrilla tactics promoting COVID-19 vaccination efforts in major U.S. cities

### Laughlin Constable | Copywriter

October 2019 – April 2021

- Wrote and conceptualized campaigns for Yuengling, Northwestern Medicine and more
- Provided rapid response creative solutions during the onset of COVID-19

### Fusion92 | Associate Copywriter → Copywriter

October 2016 – October 2019

- Wrote and conceptualized campaigns for Raymond James, AT&T, Buddig and more
- Produced Redbox's first-ever national broadcast commercials: "[Meet Yaki](#)" and "[Date Night](#)"

## Politics

### Trish Gunby for U.S. Congress (MO-02) | Communications Director

July 2021 – November 2022

- Managed press relations, message strategy, and content and platform development
- Built an engaged audience of 12,000+ followers on social and outperformed election forecasts by two points

### Trish Gunby for Missouri | Communications Director

April 2019 – November 2020

- Helped orchestrate an 18-point swing in an R+11 district, flipping Missouri's 99<sup>th</sup> State House seat
- Held the seat in 2020 despite being outspent four to one by our opponent

### Dilara Sayeed for Illinois | Director of Digital Engagement

November 2017 – March 2018

- Guided digital advertising and outreach efforts in a run for Illinois' 5th State House seat
- Placed second in the primary against the party's endorsed candidate and a previous holder of the seat

## Activities & Interests

### Improvisational Comedy

- Completed elite training programs at both the iO Theater and The Second City Theater
- Co-wrote and performed in a full Second City-style revue through the theater's Conservatory Program

### Speaker and Workshop Leader

- Gave a TEDx talk in 2016 entitled: "Improv & Ideation: Why Are We Most Creative When We Lie?" (link below)
- Developed and led workshops on corporate creativity for Google and a host of smaller organizations