

# Kyle Grecian

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## EXPERIENCE

### Head of Growth

Jun 2026 – Present

Skarmy AI

San Francisco, CA

- Leading growth strategy for an AI-native platform across marketing, events, and strategic partnerships.
- Engineering a frontier organic content engine, automating the analysis and repurposing of viral content.
- Capturing, nurturing, and analyzing over 15,000 pre-launch waitlist signups.

### Founder & CEO

Dec 2023 – Nov 2025

KGRECIAN LLC

Santa Clara, CA

- Generated multiple six figures in revenue through bootstrapped paid marketing, processing 3,000+ orders.
- Launched and scaled full-funnel campaigns across Meta, Google, TikTok, Email & SMS (\$10,000+/month).
- Directed creative strategy and content engine; hired and managed over 15 UGC creators simultaneously.
- Designed high-converting landing pages and sales funnels, prioritizing brand and messaging congruency.
- Built integrated AI workflows to rapidly accelerate creative testing, market research, and daily operations.

### Creative Growth Strategist

Jul 2022 – Nov 2025

Independent

Santa Clara, CA

- Generated \$300,000+ in attributed revenue and 6,500+ confirmed leads.
- Led GTM and creative production for 250 SMBs across consumer, SaaS, and creator-led brands.
- Provided strategic guidance on content strategy, messaging, and branding.
- Maintained strong client relationships and clear communication across multiple projects.
- Applied professional video editing and design skills, pairing strategic guidance with market-ready assets.

### Social Media Manager

Jan 2022 – Jan 2024

KGRECIAN LLC

Santa Clara, CA

- Built and scaled a social media portfolio from zero to 130M+ total views (100% viral marketing content).
- Secured \$50,000+ in brand deals, partnering with notable brands including LG, Satechi, & The Farmer's Dog.
- Amassed over 150,000 combined followers and exited 5/6 accounts.

## EDUCATION

### Santa Clara University

Sept 2023 – Present

Bachelor of Science in Finance | Expected: Summer 2026 | GPA: 3.7/4.0

- **Relevant Coursework:** Marketing Principles, Strategic Analysis, Operations Management, Entrepreneurship

## PROJECTS

### Local Business Growth Consulting | Neighborhood Prosperity Initiative (NPI)

Jan 2026 – May 2026

- Collaborated in a 4-person team to develop and implement a client acquisition strategy for a local catering business owner over a 20-week engagement; grew the client's customer base by 350%.
- Secured partnerships with global FIFA World Cup event coordinators.

## SKILLS

**Marketing** | Creative Strategy, Campaign Management (Meta, Google, Influencer Marketing, Email & SMS, SEO)

**Growth & Operations** | GTM Strategy, AI Workflow Automation, Market Research, Data Analysis & Reporting, Client Communication, Competitor Analysis, Customer Segmentation, Project Management, Lead Gen & Sales

**Design & Media** | Professional Video Editing & Graphic Design, Adobe Creative Suite, Generative AI, Web Design

**Technical** | Excel, Claude Code, Cursor, Airtable, N8N, Klaviyo, Shopify, Attribution Tracking, CRO