



K A E L Y N B R O W N

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WORK EXPERIENCE

Florida State University Student Union | 2021 | Tallahassee, FL
Social Media Coordinator

- Assist in maintaining the Florida State University Student Union's social media.
- Advertise events happening that are sponsored by the Student Union and its subsidiaries.

Askew Student Life Center | 2019 – 2021 | Tallahassee, FL
Senior Social Media Coordinator | Social Media Director

- Manage Florida State University's Student Life Cinema Instagram, Facebook, Twitter, TikTok and Giphy accounts.
- Oversee, lead, and train a team of 3 Social Media Coordinators.
- Analyze analytics for weekly recaps to better improve the platforms.
- Maintain Content Calendar and scheduling posts through Hootsuite.
- Arrange campaigns, such as a social distancing campaign for the organization's Drive-In films.
- Create animated Instagram filters and sticker GIFs using Spark AR and Photoshop.
- Write and edit branding guidelines.
- During the duration of the position, the organization saw a 74% growth on Instagram.

Rainey Enterprises | 2021 | Orlando, FL
Social Media Intern

- Manage the social media accounts for Rainey Enterprises LLC.
- Utilize Buffer to schedule posts and maintain a consistent posting schedule.
- Take company headshots.

Florida State University Homecoming | 2020 – 2021 | Tallahassee, FL
Campaign Chair

- Organize social media campaigns for the FSU Homecoming Council Facebook, Twitter, and Instagram pages.
- Create a variety of animated and brand-led graphics with After Effects, Photoshop, and Canva.
- Create Instagram filters and GIFs for future use.
- Maintain a branding guideline.
- Create a 360 Video Broadcast of the Homecoming Live Pep Rally.

Redhills Motion Picture LLC | 2020 | Tallahassee, FL
Torchlight Intern

- Write social copy for a variety of independent films such as More Than Honey, Wrong, and The Congress, and the SVOD platform, Film Festival Flix.
- Work with marketing clients to upkeep their brand image.

Alignment Entertainment | 2019-2020 | Tallahassee, FL
Video Editor

- Arrange, color correct, and balance video and audio for "Deathless - Episode 2", now on Amazon Prime Video.

Askew Student Life Center | 2018 – 2019 | Tallahassee, FL
Photography Intern

- Photography and editing of student candid, committee chair headshots, and other material for the organization and sponsor promotions. (Average of two events per week).

EDUCATION EXPERIENCE

Florida State University 2018-2021
Bachelors of Science in Digital Media
Production within the School of
Communication.

OTHER EXPERIENCES

DOUX Social Media Subject Matter Expert
Spoke as a Subject Matter Expert on
Instagram during a Downtown Orlando
User Experience meetup.
Visit as a guest speaker for students
interested in marketing involved in Rainey
Enterprise's mentorship program.

SKILLS

Microsoft Office Suite
Adobe Premiere Pro
Adobe Lightroom Classic
Canva
Adobe Illustrator
Adobe Photoshop
Instagram
Facebook
Twitter
Copywriting