



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 candids, 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*