

# Kayla Lee Bogan

SOCIAL MEDIA STRATEGIST & CONTENT CREATOR

## CONTACT

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## EDUCATION

B.F.A. in Social Strategy and Management  
Minor in Advertising: Art Direction  
Savannah College of Art and Design (SCAD) Savannah, GA  
Expected Graduation, November 2025

- 4.0 GPA

## EXPERIENCE

### CMW Recovery, NJ (Remote)

#### Social Media Manager and Content Creator (2022-Present)

- Developed Social Media Strategies and Analyzed Data
- Created Social Media Content and Managed Platforms (Facebook, Instagram)
- Established Brand Strategy and Designed Brand
- Designed and Developed Website (Showit) and Wrote Copy

### Manasquan Music Academy, Manasquan, NJ

#### Social Media Manager and Content Creator (2017-2022)

- Created Social Media Content and Managed Platforms (Facebook, Instagram, YouTube)
- Filmed and Edited Music Performances and Interviews (Sony A7III, Final Cut Pro)
- Directed and Photographed Instructors and Students for Brand Photoshoots
- Strategized and Designed Ad Campaigns, Emails, and Promotional Materials
- Achievement: Increased Enrollments by 10% in 1 Month Through Marketing Campaign

### Remember Jones Music, Asbury Park, NJ

#### Campaign Manager and Marketing Assistant (2016, 2021)

- Collaborated on Campaign Development and Strategies (IndieGoGo)
- Executed Strategies via Social Media (Facebook, Instagram) and Email Marketing (Wix)
- Analyzed Campaign Performance Data and Managed Perks
- Responded to Email Inquires and Mailed out 300+ Perks
- Achievement (2016 Campaign): Reached 77% of Goal Within the First 3 Weeks and Exceeded Campaign Goal by 11.53% at Close (Total: \$18,889 by 285 backers)
- Achievement (2021 Campaign): Obtained 55 Backers Within the First 24 Hours Due to Giveaway Tactic and Exceeded Goal by 1% at Close (Total: \$35,191 by 262 backers)

### Consonant Music, Nashville, TN

#### Marketing Intern (2014-2015)

- Created Social Media Content and Managed Platforms (Facebook, Instagram, Twitter)
- Assisted in Website Development (Wordpress), Copywriting, and SEO (Yost)
- Wrote Product Descriptions and Edited Photos (Photoshop) for E-Commerce Sites
- Developed and Edited Artist Bios
- Researched Music Blogs, Pitched Artists, and Tracked Data

## AWARDS

SCAD Achievement  
Honors Scholarship

SCAD Academic  
Honors Scholarship

Dean's List 2021-2024

## SOFTWARE SKILLS

Adobe Creative Suite

Final Cut Pro

Microsoft Office

Showit

Wix

Canva

## ADDITIONAL SKILLS

Video/Photo

Video Editing

Content Creation

Social Media Management

Art Direction

Problem-Solving

Adaptability

Creative Thinking

Detail-Oriented

