



# Kayla Johnson

FOCUS ON COMMUNICATIONS AND OUTREACH

## CONTACT

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## EDUCATION

- B.A. Strategic Communication
- High Point University
- High Point, NC
- May 2019 | GPA 3.8

## SKILLS

- Writing and editing copy
- Social media strategy
- Market research
- Social media marketing
- Layout design
- Adobe Creative Suite (Photoshop, InDesign, Premiere)
- Event planning
- Proven leadership
- Ability to work under pressure

## WORK EXPERIENCE

### HIGH POINT UNIVERSITY HIGH POINT, NC

French Tutor | Sept. 2014 – Present

- Assist students in comprehension of French language
- Create study guides based on student learning styles

### BOOKMARKS NC STAMFORD, CT

Event and Marketing Intern | May 2017– Aug. 2017

- Assisted Executive Director in planning and promotion of 2017 Bookmarks Festival and various author events
- Created and utilized event calendars and social media marketing strategies to increase customer traffic by 20%
- Wrote an article that was published for *First Home Family Magazine*

### FLATIRON CONSTRUCTION BRIDGEPORT, CT

Marketing Intern | June 2016 – Aug. 2016

- Redesigned employee communications publication for the Southeast Division team of 700 employees
- Led a small team and directed multiple marketing tasks under minimal supervision
- Managed company website and increased click-through rates by 30%

### THE WALT DISNEY COMPANY BURBANK, CA

Marketing Intern | May 2015 – Aug. 2015

- Created website content and copy to help increase ticket sales
- Utilized Facebook, Instagram and Twitter to promote special events and activities at the theme parks
- Developed print marketing materials to be distributed to park guests

## CAMPUS LEADERSHIP

### HPU CIVITAN CLUB HIGH POINT, NC

President | Jan. 2017 – May 2018

- Served as President to position club for future partnerships
- Increased club membership by 50% from January 2017 to January 2018
- Raised over \$800 for local charities in the community
- Monitored social media presence and coordinated all service events and meetings

### HPU STUDENT GOVERNMENT ASSOCIATION HIGH POINT, NC

Freshman Class Representative | Jan. 2015 – May 2016

- Advocated for the Freshman class in bi-weekly SGA meetings
- Developed Give 100 event which donated 100 meals to local food shelter