

Kayla Campbell

Content Coordinator

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EXPERIENCE

Champaign Park District

Content Coordinator

OCT 2023 - PRESENT

- Execute social media campaigns, strategies, and management.
- Collaborate across departments to develop and execute marketing campaigns that increase registration and attendance.
- Experience in content strategy, SEO best practices, and content management systems (CMS).

Champaign Park District

Marketing Assistant

JULY 2022 - OCT 2023

- Assisted the Marketing Manager and Director of Marketing with ongoing marketing campaigns.
- Implemented a social media strategy resulting in growth of followers and increased engagement.
- Managed multiple websites utilizing WordPress.

Kalamazoo Growlers

Photography Intern

JUNE 2020 - AUG 2020

- Created graphics for creative campaigns utilizing Adobe Photoshop.
- Collaborated with the Director of Partnership Activation to capture sponsor content during games.
- Captured game day photos for Broadcast Interns and social media team.

EDUCATION

Ball State University — Muncie, IN

Telecommunications (concentrated in Digital Video Production)

AUG 2018 - MAY 2022

Centennial High School — Champaign, IL

High School Diploma

AUG 2014 - MAY 2018

SUMMARY

Detail-oriented and results-driven Social Media Manager with a passion for creating engaging and impactful content.

Experienced in content strategy, SEO best practices, and content management.

Dedicated to continuous learning and staying updated with industry trends to drive content excellence.

AWARDS

- Keeva Keeling Outstanding Employee Award (2023)
- Cardinal Sports Live Member of the Year (2022)
- Ball State University Distinction Scholarship (2018-2022)

PROGRAM SKILLS

- Final Cut Pro X
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Canva
- Hootsuite
- WordPress
- MailChimp
- Asana
- Google Analytics