

# KAYLA CAMPBELL

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## PROFESSIONAL SUMMARY

Detail-oriented, proactive, and collaborative media professional specializing in content creation, social media strategy, photography, and videography, with a strong focus on live events and storytelling.

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## EXPERIENCE

### **Champaign Park District**

*Content Coordinator*

Champaign, IL  
[Oct 2023 - Oct 2025]

- Developed and executed strategic social media campaigns to increase brand awareness, engagement, and audience growth.
- Photographed live events, capturing high-impact moments for marketing, promotional, and digital use.
- Collaborated across departments to align messaging and maintain brand consistency across print, digital, and live event promotions.
- Developed data-informed content strategies and implemented SEO best practices to improve visibility and online performance.
- Crafted digital advertisements for live entertainment events, and recreational programs & services (Facebook, YouTube, Instagram, Snapchat, and TikTok).

### **Champaign Park District**

*Marketing Assistant*

Champaign, IL  
[July 2022 - Oct 2023]

- Supported the Marketing Manager and Director of Marketing in planning and executing integrated marketing campaigns across digital and print channels.
- Implemented a results-driven social media strategy that increased follower growth and boosted audience engagement across platforms.
- Managed and updated multiple WordPress websites, optimizing content for SEO, usability, and brand consistency.
- Wrote engaging, brand-aligned social media copy to drive audience engagement and support campaign objectives.

### **Kalamazoo Growlers**

*Photography Intern*

Kalamazoo, MI  
[June 2020 - Aug 2020]

- Captured and delivered high-impact game day photography under tight deadlines for immediate digital and promotional use.
  - Designed compelling graphics to support creative campaigns and enhance social media engagement.
  - Collaborated with the Director of Partnership Activation to produce sponsor-focused content, integrating brand visibility into live sports coverage.
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## EDUCATION

### **Ball State University**

*Bachelor of Arts*

Muncie, IN  
[Aug 2018 - May 2022]

- Telecommunications (Digital Video Production)
  - Minor in Business Information Technology
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## SKILLS

- **Programs:** Final Cut Pro X, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Canva, and WordPress