



marketing

PORTFOLIO

By Kayla Campbell

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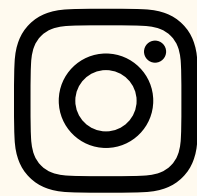
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*introducing
Me*

Hi there, I'm Kayla! I'm a recent college graduate of Ball State University where I received my Bachelor of Arts in May 2022. I love photography, social media, food, sports, and any chance to be creative. Thank you for viewing my portfolio and I look forward to chatting!



Kayla Campbell

Digital Content Creator/Social Media Manager

SOCIAL MEDIA

This section includes all of my social media
work from the past 2 years.





BALL STATE UNIVERSITY FOUNDATION

Digital Communications Intern

[READ MORE](#)

Aug. 2021 - Sept. 2022

Ran the Ball State University
Foundation's and Alumni
Association social media channels.

EXAMPLES



**BALL STATE
UNIVERSITY**



22K

Followers



Liked by kaylacampbell.jpg and 77 others

bsufoundation Rise and shine Cardinals, it's One Ball State Day! 🌟❤️... more



Ball State University Alumni Association

Mar 29 · 🌐

Only 7 days until One Ball State Day! Don't forget to mark your calendars for April 5th 📅

Check out oneballstate.bsu.edu to learn more!

#OneBallState





GOALS

FOUNDATION'S MISSION STATEMENT: Our mission is to maximize sustainable support for Ball State University by obtaining, investing, and administering private gift support and prudently discharging its fiduciary obligations to the university, donors, and designated beneficiaries.

ALUMNI ASSOCIATION MISSION STATEMENT: The mission of the Ball State University Alumni Association is to support the University by fostering lifelong relationships between and among alumni, students, faculty, staff, and friends by sponsoring social, educational, philanthropic, and service-oriented programs.



CHAMPAIGN PARK DISTRICT

Content Coordinator

[READ MORE](#)

October 2023 - Present

- Run 3 different social media channels.
- Content creation
- Create marketing strategies and campaigns

VIRGINIA THEATRE



19,971
Followers



CHAMPAIGN PARK DISTRICT



CHAMPAIGN
PARK DISTRICT



19K
Followers



CHAMPAIGN PARK DISTRICT



CHAMPAIGN
PARK DISTRICT

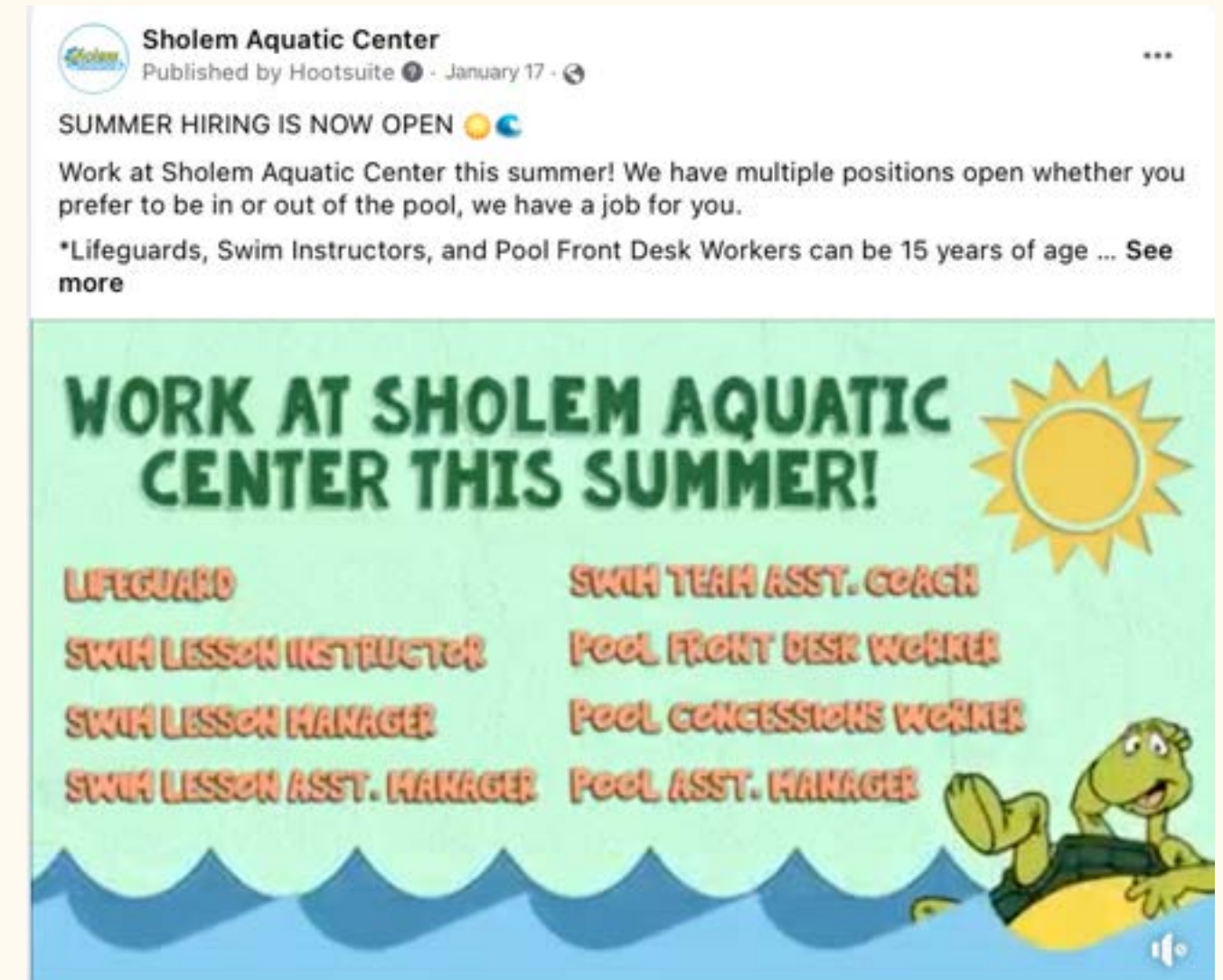


Coordinated with contracted videographer and park district staff to create a video promoting summer hiring at the Champaign Park District. Click above to view the video!

SHOLEM AQUATIC CENTER



8.9K
Followers



Animation by Kayla
Campbell

SHOLEM AQUATIC CENTER



Shot & edited by Kayla Campbell.
Click above to view the video!



GOALS

CHAMPAIGN PARK DISTRICT MISSION STATEMENT: The Champaign Park District is here to connect you to a vibrant community of people and opportunities. Our mission is to enhance our community's quality of life through positive experiences in parks, recreation, and cultural arts.

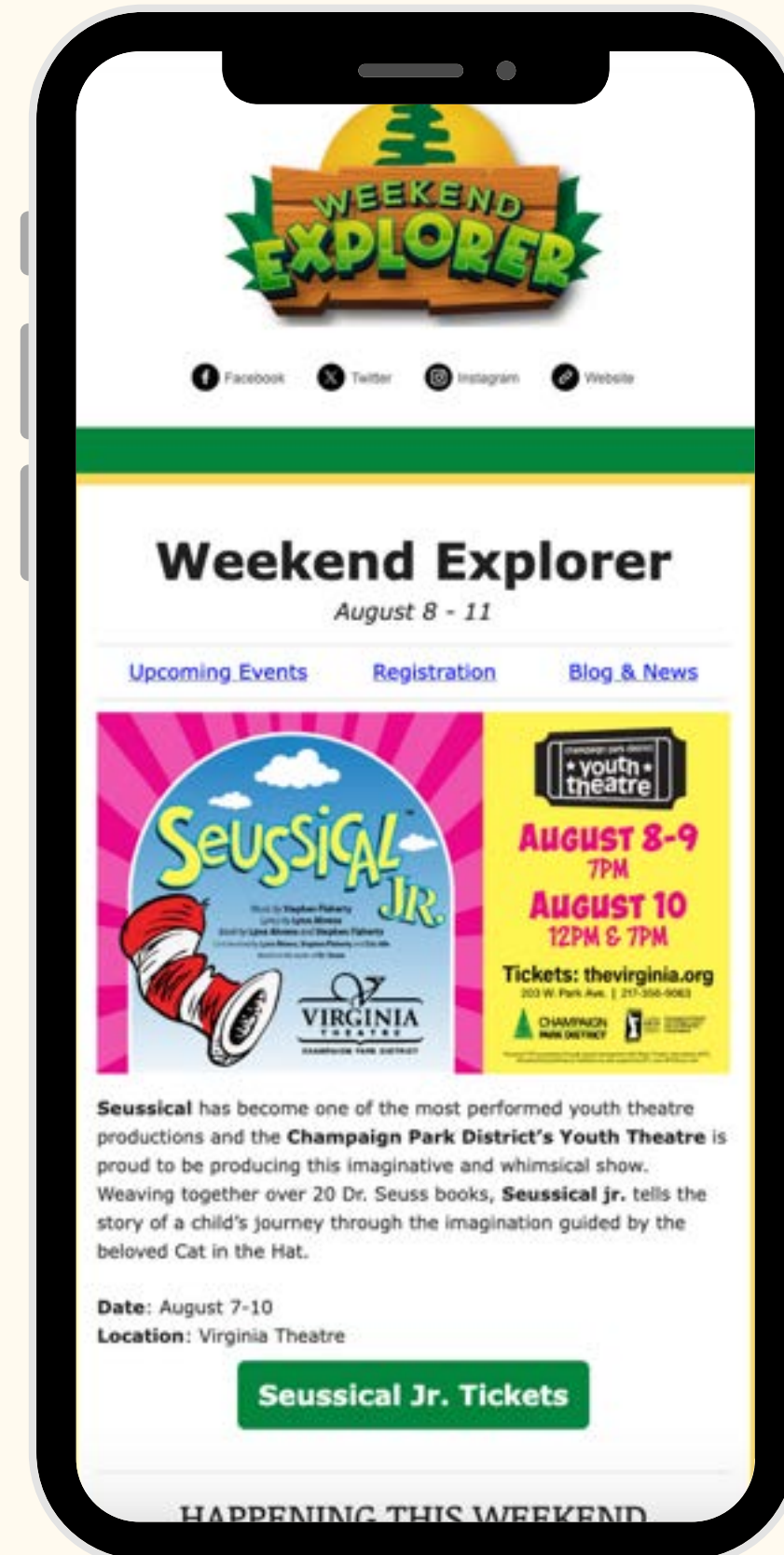
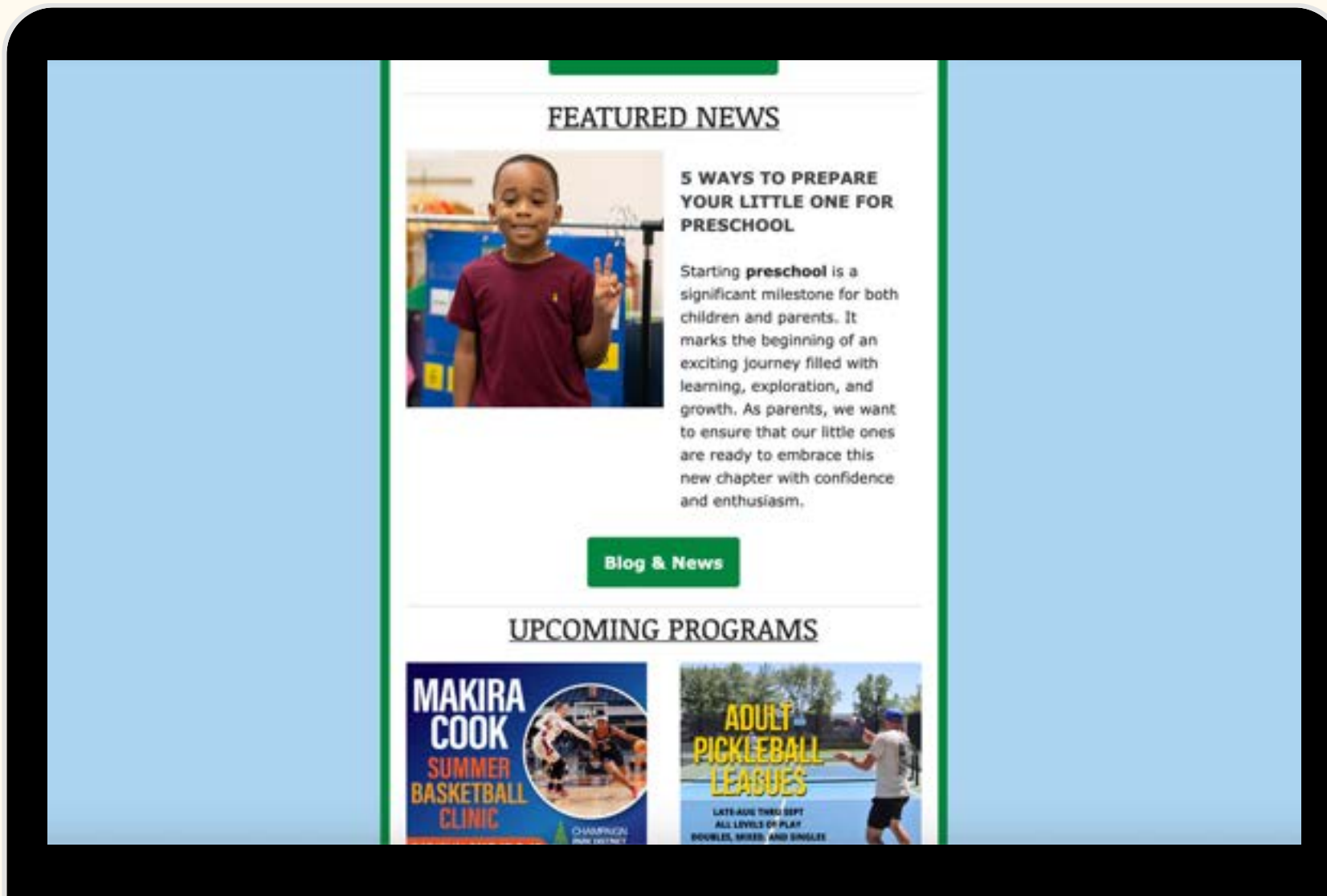
EMAIL CAMPAIGNS

The following are email campaigns I have
created and sent to thousands of
subscribers.

[READ MORE](#)



NEWSLETTERS (WEEKLY & MONTHLY)



DEDICATED EMAILS

SAVE THE DATE!

Summer Registration goes
LIVE on March 6th



CHAMPAIGN
PARK DISTRICT

Summer
JOB FAIR

SAT, FEB 18
11am-1:30pm • Martens Center



CHAMPAIGN
PARK DISTRICT



Work at the Champaign Park District!

Work for one of the top park districts in the country and top employers for summer positions in Champaign! Learn more about the over 400 summer positions we have available in 2023 at our Summer Job Fair this **Saturday, February 18** from **11a-1:30p** at the new **Martens Center**.

We have positions at **Sholem Aquatic Center, Prairie Farm, CUSR**, and **more!** You also have the opportunity to win a **CPD Swag Bag** filled with merch, day passes, and Virginia Theatre movie passes valued at over **\$250**.

We'll see you there!

2023 Summer Hiring Center



PROGRAMS/SOFTWARE

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



THANKS FOR VIEWING

Thank you for viewing my
Marketing/Media portfolio. If you
have any questions or would like
to set up a time to chat, please
contact me via the email listed
below!

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