

Kayla Lee Bogan

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EDUCATION

B.F.A., Social Strategy & Management, Savannah College of Art and Design

Summa Cum Laude | 4.0 GPA

EXPERIENCE

Social Media Manager and Brand Strategist | Freelance | 2022-Present

- Develop and execute social media strategies, content calendars, and brand positioning for small businesses, aligning content with business goals to strengthen their digital presence
- Manage end-to-end social media for client accounts, including content planning, production, editing, publishing, community engagement, and performance analysis
- Design and build Showit websites, including copywriting and layout development, to support brand positioning

Social Media Strategy Consultant | Coastal Heritage Society: Harper Fowlkes House | Mar. 2024 - Jun. 2024

- Conducted social media audit and research to evaluate existing digital presence and identify growth opportunities
- Collaborated with a team to analyze data and develop social media strategy, including SMART goals, keyword development, platform selection and content calendar
- Produced evergreen and promotional social media content to strengthen digital storytelling across platforms and boost the museum's ticket sales

Social Media Manager and Content Creator | Manasquan Music Academy | Nov. 2017 - Sept. 2021

- Managed social media content across Facebook, Instagram, and YouTube, building consistent promotional presence for academy programs and events
- Produced and edited video content (Sony A7III, Final Cut Pro), including performances, interviews, and promotional materials for digital marketing use
- Directed photo and video shoots of instructors and students and designed marketing assets, including ad campaigns, email promotions, and branding materials

Campaign Manager | Artist: Remember Jones | Feb. 2016 - Mar. 2016 and Jun. 2021 - Jul. 2021

- Collaborated on development and execution of crowdfunding campaigns (Indiegogo), driving strategy across social media (Facebook, Instagram) and email marketing (Wix)
- Managed campaign operations, including performance analysis, backer communications, and fulfillment of 300+ perks
- Exceeded fundraising goals in both campaigns—raising \$18.9K (+11.5%) in 2016 and \$35.2K (+1%) in 2021—while accelerating early traction (77% funded in 3 weeks; 55 backers in first 24 hours via giveaway tactic)

Marketing Intern | Consonant Music | Aug. 2014 - Jul. 2015

- Managed and created social media content across Facebook, Instagram, and Twitter, strengthening audience engagement and brand presence
- Supported WordPress site development and SEO (Yoast), while producing e-commerce content including product copy and Photoshop-edited images
- Researched and pitched artists to music blogs, developed artist bios, and tracked outreach performance to support promotional strategy

KEY SKILLS AND TOOLS

Skills: Social Media Strategy, Content Strategy, Content Creation, Short-Form Video Production, Art Direction & Creative Concepting, Community Management, Social Media Analytics, Brand Strategy

Tools: Meta Business Suite, TikTok Business Center, Rella Social, Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Lightroom, Firefly), Final Cut Pro, CapCut, Miro, Notion, Showit

CERTIFICATIONS

Hubspot Academy - Content Marketing & Digital Marketing Certifications . May 2026 | **Lextant - Certificate in Design Research & Insight Translation** . Aug. 2025 | **SCADamp Advanced Certification** . May 2025

AWARDS

Young Ones Nomination - Art Directors Club: Heaven Mayhem . 2026 | **Corbin Lee Flowers Endowed Scholarship** . 2025 | **SCAD Academic Honors Scholarship** . 2021-2026 | **SCAD Achievement Honors Scholarship** . 2021-2026