

Kayla Lee Bogan

SOCIAL MEDIA STRATEGIST & ART DIRECTOR

CONTACT

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EDUCATION

B.F.A. in Social Strategy and Management
Savannah College of Art and Design (SCAD) Savannah, GA
Graduation: March 2026

- 4.0 GPA

EXPERIENCE

CMW Recovery, NJ (Remote) (2022-Present)

Business Manager and Brand Designer

- Established Brand Strategy and Designed Brand
- Designed and Developed Website (Showit) and Wrote Copy
- Email Management & Scheduling Support
- Assists with Calendar Management and Workflow Organization

Manasquan Music Academy, Manasquan, NJ (2017-2022)

Social Media Manager and Content Creator

- Created Social Media Content and Managed Platforms (Facebook, Instagram, YouTube)
- Filmed and Edited Music Performances and Interviews (Sony A7III, Final Cut Pro)
- Directed and Photographed Instructors and Students for Brand Photoshoots
- Strategized and Designed Ad Campaigns, Emails, and Promotional Materials

Remember Jones Music, Asbury Park, NJ (2016, 2021)

Campaign Manager and Marketing Assistant

- Collaborated on Campaign Development and Strategies (IndieGoGo)
- Executed Strategies via Social Media (Facebook, Instagram) and Email Marketing (Wix)
- Analyzed Campaign Performance Data and Managed Perks
- Responded to Email Inquires and Mailed out 300+ Perks
- Achievement (2016 Campaign): Reached 77% of Goal Within the First 3 Weeks and Exceeded Campaign Goal by 11.53% at Close (Total: \$18,889 by 285 backers)
- Achievement (2021 Campaign): Obtained 55 Backers Within the First 24 Hours Due to Giveaway Tactic and Exceeded Goal by 1% at Close (Total: \$35,191 by 262 backers)

Consonant Music, Nashville, TN (2014-2015)

Marketing Intern

- Created Social Media Content and Managed Platforms (Facebook, Instagram, Twitter)
- Assisted in Website Development (Wordpress), Copywriting, and SEO (Yost)
- Wrote Product Descriptions and Edited Photos (Photoshop) for E-Commerce Sites
- Developed and Edited Artist Bios
- Researched Music Blogs, Pitched Artists, and Tracked Data

ACHIEVEMENTS

SCAD Achievement
Honors Scholarship

SCAD Academic
Honors Scholarship

Corbin Lee Flowers
Endowed Scholarship

SCADamp Advanced
Certification

Dean's List 2021-2025

SOFTWARE SKILLS

Adobe Creative Suite

Final Cut Pro

Microsoft Office

Showit

Wix

Canva

ADDITIONAL SKILLS

Video/Photo & Editing

Content Creation

Social Media Management

Art Direction

Copywriting

Problem-Solving

Adaptability

Creative Thinking

Detail-Oriented

