

# Kayla Lee Bogan

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## EDUCATION

### Savannah College of Art and Design

Bachelor of Arts in Social Strategy and Management, March 2026 | Dean's List Student with 4.0 GPA . Summa Cum Laude

## EXPERIENCE

### Brand Strategist and Operations Specialist | Freelance | 2022-Present

- Consulted with multiple businesses to develop social media strategies, content frameworks, and brand positioning to align business goals and strengthen digital presence
- Developed brand identities, strategies, and guidelines, translating them into cohesive visual design and marketing direction
- Designed and built company websites (Showit), including copywriting and layout development to support service positioning and inbound inquiries

### 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 Creation, Art Direction & Concept Development, Data Analytics, Video & Photo Editing

**Tools:** Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Firefly, Lightroom), Canva, Final Cut Pro, Capcut

## 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