

KAMRYN GASKIN

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createwithkam.com

Let's stay connected!



SCAN ME



SUMMARY

She's a dynamic and culture-driven creative professional with a passion for visual storytelling, community cultivation and advocacy for sustainable solutions. From academic to real-world experience, she's a NJ native with a bold stride, witty charisma and playful spirit. With the ever-shifting landscape of social media and emerging tech as her canvas, she scales collaborative efforts from idea to execution. Like a chameleon, she adapts and thrives in a kaleidoscope of worlds such as entertainment, fitness, and wellness, leading with an unwavering promise to authenticity and innovation.

EDUCATION

The University of Southern California
Annenberg School for Comm & Journalism
M.S. Digital Social Media | Class of 2022

The University of Alabama
B.A. Communication Studies &
African American Studies | Class of 2020

TECHNICAL SKILLS

CONTENT CREATING MODELING ACTING BRAND IDENTITY
DEVELOPMENT EDITING ADAPTABLE ORGANIZATIONAL
SKILLS DIGITAL MEDIA TEAM PLAYER STRONG WORK
ETHIC GET-IT-DONE ATTITUDE PEOPLE PERSON

OTHER SKILLS

Acting: Combat training, improv, commercial
Dance: heels, hip hop, dancehall, salsa
Photography/Videography: *Reworked*, my short doc
Yoga: Walkgood, Hyyer Studio - Art of Self Care
Tumbling: former cheerleader at The Univ. of Alabama
Painting, Drawing: visual arts technical training

EXPERIENCE

Imaginary Forces | September 2021 - present
Digital Brand Coordinator

- Researches assigned tasks, events, and awards
- Collaborates and ideates with the production & creative directors to extend the lifeline of projects
- Tracks media for trends & helps identify opportunities
- Writes copy for projects across all digital platforms
- Participates in reviews and goals planning
- Manages social campaigns from start to finish
- Strategizes brand voice on new platforms
- Builds strategies to increase brand awareness
- She's an active part of case study & BTS brainstorm
- Coordinates and organizes projects, events & press
- Seeks new brand growth opportunities at conferences, workshops and other in-person events
- Writes for pitch decks and case study materials

Nike | September 2022 - April 2024

Digital Content Producer

- Created short form video content from ideation to completion (directing, writing, styling, and editing)
- Launched 90 digital sponsored posts for Nike
- Worked in front of and behind the camera to execute monthly content rollouts
- Stayed on schedule with content to-dos from the team
- Represented the brand by promoting the products via creative short-form storytelling and collaborations
- Tracked social analytics to observe brand growth
- Content was repurposed across Nike's email marketing, Instagram store and Tiktok ads

Showcast | February - May 2021

App Ambassador

- Provided feedback on app development, design & user growth and promoted live shows utilizing social channels

Velocity BioGroup, LLC | June-July 2020 - Dillon, CO
Intern, Marketing/Visual Messaging

STRATEX, LLC | June-July 2020 - New Jersey & Colorado
Business Analyst & Visual Designer

Pfizer, Inc. | Summer 2019 - New York, NY
Colleague Communications Intern

University Programs | 2017-2018, 2019-2020 - Tuscaloosa, AL
Graphic Designer