



# KAYLA GOLDSBERRY

CREATIVE / COMMUNICATIONS

## WORK EXPERIENCE

### MARKETING AND COMMUNICATIONS INTERN

About Productions NonProfit  
Los Angeles, CA

June 2022 - Present

Developed "L.A. Real" marketing campaign and social media calendar in order to develop a greater audience and increase engagement. Designed and created graphics and digital marketing collateral for Instagram, Facebook, YouTube, and Web for a theater production. Developed research skills in marketing, historical and artistic content, and archival practices.

### GRAPHIC DESIGNER AND SOCIAL MEDIA MANAGER

Candice Craig for VVIVIIVIII and Omar Bolden and Candice Craig for TheComarStore.com  
Los Angeles, CA

Jan 2021 - Jan 2022

Managed all company social media for a collective 3 million followers. Produced original and consistent social media content for campaigns that reflected the brand's message and audience. Identified content opportunities and analyzed posts that received high engagement for the company. Platforms saw a 40% increase in followers, engagement, and accounts reached during my employment.

### LOGO AND BRANDING DESIGNER

Brittany Fleet for FLEET Dance Coaching, Maddy Falconer for Falco Dance Company

Aug 2021 - Present

Collaborated with CEOs to develop company identity, including choosing staple fonts and colors, designing the logo, and producing initial promotional material.

### USC KAUFMAN MARKETING AND COMMUNICATIONS ANALYST

University of Southern California School of Dance  
Los Angeles, CA

Aug 2020 - Present

Reviewed advertisements and media output for the Communications Team at the University of Southern California's Glorya Kaufman School of Dance with a team of students and faculty. Edited and communicated suggestions on how to better communicate the message of the school to its target audience by reworking paragraphs, choosing pictures and layouts, and proofreading materials.

### INTEGRATED BRAND PROMOTION CAMPAIGN RESEARCH

University of Southern California School of Dance  
Los Angeles, CA

Aug 2021 - May 2022

Analyzed Starbucks and LG Audio and key competitors to define the campaign's marketing objectives of increasing Ready to Drink Coffee sales on college campuses and redefining brand perception. I conducted concept testing, developed an Integrated Brand Promotion Campaign for the multi-screen consumer, provided a Media Plan, and gave Key Performance Indicators. I also produced and presented a campaign pitch and conducted target market research such as interviews, focus groups, and Qualtrics surveys to identify and validate consumer insights.

## CONTACT

### PORTFOLIO:

KaylaGoldsberry.com/creative  
KaylaEGoldsberry@gmail.com  
248.675.7861

## EDUCATION

UNIVERSITY OF  
SOUTHERN CALIFORNIA

Bachelor of Fine Arts in Dance  
Minor in Communications  
and Design

EXPECTED GRADUATION DATE: 2023  
GPA: 3.95

## LEADERSHIP

USC Southern California  
Choreographic Collective  
"Head of Graphic Design"

USC BSA Creative Experiences  
"Head of Marketing"

Alpha Kappa Alpha Sorority, Inc.  
"Archives Graphics Chairman"  
"Strollmaster"

## CERTIFICATIONS

Amazon Retail for Advertisers  
Google Display Ads  
Google Ads Search  
HubSpot Social Media Marketing

## SKILLS

Adobe Software  
Social Media Management  
Branding and Brand Strategy  
Production and Video Direction  
Logo Design