KAELYN BROWN
321 230 9702 | kaelynbrown1120@gmail.com
www.kaelynbrown.com

WORK EXPERIENCE

Universal Orlando Resort | 2022 – | Orlando, FL
Associate, Social Media
• Serve as the company's lead social media photography and copywriting content creator.
• Maintain and manage a long-lead content calendar.
• Curate and write Tweets and photo Instagram and Facebook posts.
(3 Tweets a day, 1 Instagram post a day)
• Work with internal partners and licensing partners.
• Schedule posts via Sprinklr.
• Assign and review posts with interns and coordinators.
• Lead 1:1s and team connects with content creators.
• Support new venture launches including the opening of Epic Universe and new attractions.

Rosen Hotels & Resorts | 2022 | Orlando, FL
Social Media Coordinator
• Serve as a company content creator with a social-first perspective.
• Maintain and manage a long-lead content calendar for Facebook, Instagram, TikTok, and Twitter.
• Engage on social platforms to provide customer service to guests and provide
fan engagement.

Askew Student Life Center | 2019 – 2021 | Tallahassee, FL
Senior Social Media Coordinator | Social Media Director
• Managed Florida State University's Student Life Cinema
Instagram, Facebook, Twitter, TikTok and Giphy accounts.
• Oversaw, led, and trained a team of 3 Social Media Coordinators.
• Analyze analytics for weekly recaps to better improve the platforms.
• Maintained content calendar and scheduling posts through Hootsuite.
• Created animated Instagram filters and sticker GIFs.
• Wrote and edited branding guidelines.
• Growth of 74% on Instagram.

EDUCATION

FLORIDA STATE UNIVERSITY
Communications Bachelors of Science
Digital Media Production Major
Class of 2021

SKILLS

Adobe Premiere Pro, Adobe Lightroom, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Canva, Instagram, Facebook, Twitter/X, Hootsuite, Sprinklr, Agorapulse, Buffer, Workfront, Copywriting, Spark AR, Microsoft Office Suite, Photography, Event Coverage, IP Submissions