

## SKILLS

### Proficient with:

- Adobe Creative Suite
  - InDesign/Photoshop/Acrobat/Lightroom
- Social media platforms
  - Instagram/Facebook/TikTok/Pinterest
- Video Editing for social media
  - CapCut, Edits, Premiere Pro
- Search Engine Optimization
- Newspaper and magazine page design
- Social media graphic design
- Print product/marketing material design
- Organizing and promoting events
- Influencer marketing and UGC
- News, magazine and blog-style writing
- AP Style and copy editing

### Extensive experience with:

- Collaborating with a team to put together products and work on projects.
- Designing ad campaigns for social media
- Communicating with clients across various digital platforms.

## EDUCATION

### Bachelor of Sciences

### Journalism

### Minor: Digital Media

### University of Central Florida

June 2012-December 2015

## REFERENCES

- Jennifer Bradford  
Assistant Managing Editor, Publications  
The New York Times Editing Center  
jennifer.bradford@nytimes.com
- Ali Radke  
Managing Editor  
The New York Times Editing Center  
ali.patterson@nytimes.com
- Cornelia Holbrook, Owner  
Sweetwater Branch Inn  
(352)-373-6760  
gm@sweetwaterinn.com

## GET IN TOUCH



Kayla (Lokeinsky) Gardner

## EXPERIENCE

### Sweetwater Branch Inn

#### – Social Media Manager/Marketing Consultant

September 2019-Present

(I also worked as the full-time Marketing and Sales Director from January 2020-May 2020)

- Creates advertising and marketing campaigns for Sweetwater Branch Inn Lodging & Events and Sweetwater Catering Company.
- Manages and creates content for Sweetwater Branch Inn social media accounts.
- Utilizes market research and analytics to design strategic social media ad campaigns.
- Designs print and digital marketing materials, including brochures, travel guides, guest information books, flyers, posters, signage and more.
- Writes, edits and photographs content for company website.
- Executes monthly marketing strategy sessions and social media analysis reports.
- Assists with the planning, promotion and execution of on-site events.
- Supports and executes end-to-end influencer marketing campaigns.

### Freelance Social Media Content Creator and Consultant

August 2018-Present

- Creates and edits social media content for various clients.
- Writes and curates content for email marketing campaigns.
- Utilizes market research and analytics to design strategic social media ad campaigns.
- Past experience also includes social media account audits and writing guest blog posts.

### The New York Times Editing Center

#### – Page Designer

April 2020-January 2026; December 2017-January 2020

- Designed pages for the New York Times International Weekly.
- Updated and assisted with managing digital content for clients.
- Frequently communicated with international clients.

### Lake City Reporter

#### – Special Projects Editor

February 2017-December 2017

- Created, edited and designed content for special publications including a bi-monthly lifestyle magazine, annual publications and special sections for the newspaper.

#### – Reporter, Photographer and Page Designer

February 2016-February 2017

- Reported on and photographed local news and sports.
- Designed pages for the news, sports and special sections of the Lake City Reporter.

### Orlando Sentinel

#### – Sports Clerk

August 2015-February 2016

- Created photo galleries and online content for Orlando Sentinel Varsity Sports.
- Managed Orlando Sentinel Varsity Sports Twitter handle for live-tweeting game scores.
- Compiled sports scores and statistics and helped edit online content.

## BLOGGING EXPERIENCE

### The Happy Floridian – Owner / Blogger

March 2018-Present

The Happy Floridian is a lifestyle blog where I use my platform to share highlights of my life with my followers. I produce unique social media content, design graphics and frequently look to improve my blog through SEO optimization and online outreach. I have worked with nationally-recognized brands for influencer marketing campaigns and user content generation, and frequently come up with creative and relatable social media posts.