

KAYLA (LOKEINSKY) GARDNER

• kaylagardner528@gmail.com

• 954.701.9566

SKILLS

Proficient with:

- Adobe Creative Suite
 - InDesign
 - Photoshop
 - Acrobat
 - Lightroom
- Social media platforms
 - Instagram
 - Facebook
 - Twitter
 - Pinterest
- Video Editing for social media (TikTok and Instagram Reels)
- Search Engine Optimization
- Newspaper and magazine page design
- Social media graphic design
- News, magazine and blog-style writing
- AP Style and copy editing
- Wordpress

EDUCATION

Bachelor of Sciences

Journalism

Minor: Digital Media

University of Central Florida

June 2012-December 2015

REFERENCES

- Cornelia Holbrook, Owner
Sweetwater Branch Inn
(352)-373-6760
gm@sweetwaterinn.com
- Charles Ely, Marketing Director
Sweetwater Branch Inn
(352) 226-3705
marketing@sweetwaterinn.com
- Tricia Kanbar Lowery, President
Noble Communications
(407)-921-7322
trish@noblecommunications.biz

GET IN TOUCH



@thehappyfloridian



Kayla (Lokeinsky) Gardner

EXPERIENCE

The New York Times Editing Center

– Page Designer

- April 2020-Present; December 2017-January 2020
- Designs pages for the New York Times International Weekly.
- Designs pages for the New York Times International Weekly Book Review.
- Assists with copy editing Times Digest pages

Sweetwater Branch Inn

– Freelance Social Media Manager

- June 2021-Present; September 2019-January 2020
- Manages and creates content for Sweetwater Branch Inn social media accounts.
- **Director of Sales and Marketing**
January 2020-June 2021
- Created advertising and marketing campaigns for Sweetwater Branch Inn Lodging & Events and Sweetwater Catering Company.
- Designed promotional materials, including brochures, fliers, signage and graphics.
- Helped guests make reservations, answered reviews and catered to customers.
- Produced social media content and managed all social media accounts.
- Participated in community events and attended meetings on behalf of the company.

Freelance Social Media Content Creator

- August 2018-Present
- Creates and edits social media content for various clients.
- Past experience also includes social media account audits and writing guest blog posts.

Lake City Reporter

– Special Projects Editor

- February 2017-December 2017
(Currents Magazine content editor from October 2016-February 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.

Gainesville Influencers - President

- February 2022-Present
- Connects Gainesville-based influencers with local businesses for mutually-beneficial partnerships and collaborations and manages Gainesville Influencers Instagram account.