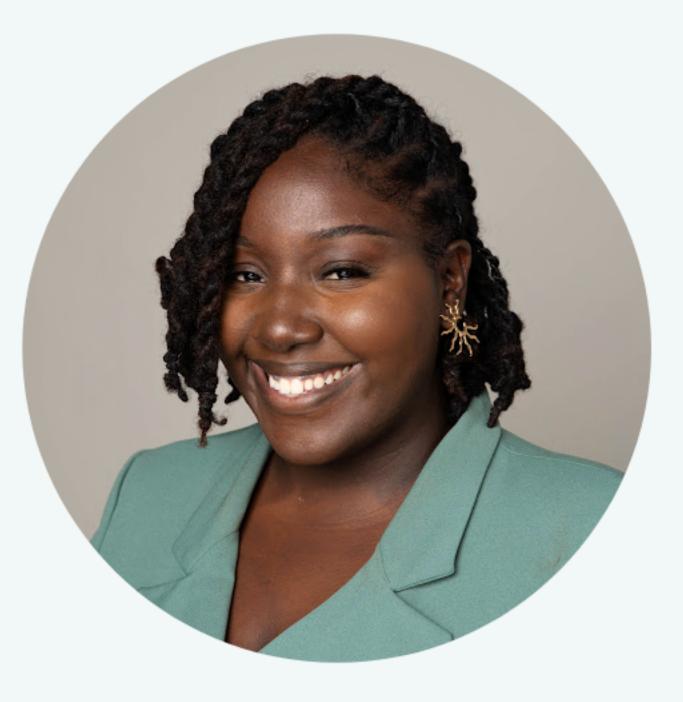
KYRAJANES

Culture obsessed social producer with 10 years of hands-on experience. Zealous about meaningful storytelling, community growth and inclusion.

(470) 680 6675 . hello@bykyrajay.com . kyrajay.com



EDUCATION

WORK EXPERIENCE

Certificate, Advanced Social Media Strategy @SyracuseU, 2020 BA, Communications Minor, Fine Arts @uvi.edu, 2017 TOOLS Adobe Creative Suite Final Cut Pro Wordpress Planoly Later Asana **PLATFORMS** Instagram Twitter Tiktok YouTube Facebook SKILLS Graphic Design Video Production Cultural Awareness Community Building Engagement Strategy

Social Producer

The Recording Academy | Full Time

- Execute a digital content strategy that promotes awareness of MusiCares and delivers on-brand, diverse, and inclusive content.

- Write, capture, produce, and edit highly engaging and shareable video content for MusiCares' website and social platforms

-Through a combination of self-capture and film crew management, attend events to produce video content that authentically tells the story of Musicares' mission and how they

help the music community.

Social Media Specialist

Self-Employed | Freelance

- Lead the design, production and deployment of social first projects for clients like Summer Walker, MTV and Refinery 29
- Ideate innovative content around stories, reels and lives

- Support and develop relationships with influencers and strategic partners to build community

Brand and Social Manager

xoNecole | Full Time

- Monitored trends and hot topics to create relevant posts that skyrocketed following by 10k and impressions by 15M per month + website clicks by up to 20K per post
- Designed visually compelling and engaging Instagram content and write thumb-stopping captions
- Ideated and executed social media strategy for branded campaigns with clients like Toyota, Ulta Beauty, STARZ, BET+ and Amazon Prime
- Pitched and produced social video concepts featuring celebrities and influencers that align with target audience
- Attended events and captured coverage on and off the red carpet