

# KAITLIN MCCOWIN

• Digital Content Marketing•

## EDUCATION

**Grand Canyon University**

Dean's List 2017, 2018, 2019

Bachelors in Science in Marketing and Digital Film Production

## CONTACT

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## EXPERIENCE

**Aug 2019- Present**

**Junior Program Development Specialist**

Grand Canyon Education, *Phoenix, AZ*

- Planned and executed program specific activities for potential student groups of 20+
- Gave recruitment presentations, and met with students and parents to discuss each program using extensive program specific knowledge detail
- Assisted in administrative tasks by emailing and cold calling potential students, updating online student databases in CRM, collecting data and creating spreadsheets

**Aug 2019- Jan 2020**

**Talent Agency Intern**

The Agency AZ, *Phoenix, AZ*

- Assisted with open calls by taking digitals and filming taped auditions
- Created graphic designs for flash books, comp cards, as well as editing images for social media usage
- Assisted in administrative work by updating online databases, scheduling travel, and handling inward and outward communication

**Apr 2019- Sep 2019**

**Talent Management Intern**

The ESI Network, *Los Angeles, CA*

- Research: finding new talent, fresh ideas and attending showcases
- Casting: Input of castings, bookings, bookouts using FileMaker Pro, LA Casting and Breakdown Services
- Reels: Proficient in editing self-tapes, demos and slates using iMovie or Adobe Premiere

**Jun 2019- Sep 2019**

**Digital Marketing/ Technology Intern**

The KYA Group, *Los Angeles, CA*

- Content creation: storyboards, creating social media videos, and researching industry hot buttons, designing graphics, flyers, and materials for public and internal use
- Website design, creation of new content/work with tech for rebrand
- Social media: identify target audiences, research content, and boost engagement

**Feb 2018 - Apr 2019**

**Digital Marketing Intern**

AZ Video Marketing, *Phoenix, AZ*

- Set-up lighting, sound, audio, and camera equipment
- Edited, uploaded, and published footage using Adobe Premier and Final Cut Pro
- Researched shot/marketing ideas for commercial shoots and live events

**Feb 2017 - Apr 2019**

**Sales Associate**

Nordstrom, *Scottsdale, AZ & Seattle, WA*

- Maintained advanced product knowledge of thousands of products
- Met and exceeded specific sales goals of over \$15,000
- Built and maintained advanced customer relationships to boost sales

## ACTIVITIES

- **NewFilmMakers Los Angeles** Volunteer
- **Womens Weekend Film Challenge** Crew
- **Ethington Theatre** Crew
- **GCU Digital Film Club** Member

## PROGRAMS

- **Microsoft Office Suite:** Power Point, Excel, Teams, CRM
- **Adobe Suite:** Premiere, InDesign, Illustrator, Photoshop, After Effects