



KAYLA COLWELL

Kayla Colwell

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kaylacolwell.com

Experience

Delmar Mortgage

Marketing Relations Manager/Videographer - Sept. 2020 to Present (Previously Videographer/Marketing Coordinator - Apr. 2018 to Sept. 2020)

- Coordinate and execute all parts of video production from pre-production to post-production based on the various needs of the company and clients
- Photograph and edit headshots, team photos and events in various settings, such as a studio, branch offices and outdoor environment
- Collaborate with clients and their partners to create various marketing materials and campaigns, such as flyers, social media posts, postcards and more, and work with co-workers to keep the projects on track
- Coordinate outfits and details for in-studio shoots and organize outfits, gear and locations for on-location shoots
- Work with our legal counsel and other departments to maintain brand identity and compliance on our marketing materials

Tidy Projects

Graphic Designer - Feb. 2017 to May 2018

- Collaborate with clients and team to create good, clean designs for clients on campus and off
- Problem solve with team to develop effective designs for clients
- Efficiently manage time to meet hard deadlines while working on multiple projects

Glennmade Films

Photography Intern - Apr. 2017 to Aug. 2017

- Responsible for sorting and editing photos for clients
- Take photos and perform other tasks for the head photographer to assist in photo shoots
- Responsible for shooting items on shot list during on-location shoots

Coolfire Studios

Pre/Post Production Intern - Jan. 2017 to May 2017

- Work with the Development team in research and brainstorming for new show ideas
- Complete tasks in post production, such as finding time-codes, windows of opportunities and transcribing the video.
- Collaborate with the Development Team in biweekly idea meetings

Education

Saint Louis University - Graduated May 2018

- Bachelor of Arts in Communication, focus in Advertising, and Italian Studies
- Minor in Visual Communication
- Summa Cum Laude, 3.92 GPA

Spring Hill College Italy Center - Bologna, Italy

- Spring Semester 2016
- Filmed, translated, and served as head editor for a student-made documentary on Italian food culture
- Tutored Italian children once a week

Sauk Valley Community College - Sterling, Illinois

- Digital Media Arts Certificate in association with White side Area Career Center completed in 2014

Leadership

Delmar Mortgage

Marketing Relations Manager - Sept. 2020 to Present

- Train new employees on marketing processes, project management system and file organization
- Develop and implement dept project management process and develop methods of reporting

SLU-TV

President - Jan. 2017 to Feb. 2018

- Run and lead weekly meetings while keeping track of events, shooting schedule and production for 3 weekly shows
- Doubled membership numbers in Fall 2017 and received the first video with a 1,000 views since 2010
- Coordinated, directed and edited interviews with Buzz Aldrin, Ibtihaj Muhammand and celebrities at South by South West 2018

SLU Italian Club

Vice President - Aug. 2017 to May 2018

- Develop, create and post content on Facebook, Twitter and Instagram
- Plan and promote events to spread Italian culture on campus and create marketing materials for events

Software Skills

- Adobe Photoshop
- Adobe InDesign
- Lightroom Classic
- Adobe Illustrator
- Adobe Premiere Pro
- Microsoft Office
- Adobe After Effects
- Wix, WordPress & Squarespace