

TO WHOM IT MAY CONCERN:

My name is Kaliena Bowen, and I have been working in conjunction with established businesses since my freshman year of high school. These experiences have given me the proficiency to work independently in a professional environment. My ability to effectively collaborate as a team member and leader is a fruitful characteristic that I can offer your company.

I have worked in multiple marketing fields, such as Brand Marketer, Social Media Strategist, and Creative Producer for various projects. I have familiarity with Canva, Hootsuite, Instagram insights, and Microsoft Office applications. My active listening skills allow me to accurately comprehend clients' desires and produce outcomes that exceed expectations. My passion, drive, and love for learning enable me to excel at what I do. My exposure to working on professional teams has taught me to think collaboratively to generate creative solutions.

My resume provides a more in-depth look at my qualifications and competence. I await the opportunity to explore my merit and the value I can offer your organization.

Thank you for this opportunity! I cannot wait to collaborate with you.

BEST REGARDS,

KALIENA BOWEN



KALIENA BOWEN

CREATIVE DIRECTOR & BRAND DEVELOPER

PERSONAL PROFILE

Kaliena Bowen is a Creative Director with experience in brand development and social media marketing. Throughout her college experience she has excelled in multiple occupations and internships related to digital marketing. Ms. Bowen utilizes her team work, creative, and leadership skills to produce quality work.

HIGHLIGHTED SKILLS

- Canva
- Hootsuite
- Storytelling
- Copywriting
- Content Creation
- Instagram Insights
- Microsoft Applications
- Social Media Management

CONTACT INFORMATION

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MY REFERENCES

Bridget Fields, Designshow Marketing
(770) 296 - 3533
info@designshowmarketing.com

Terrence Hight, The Hight Effect
(770) 727 - 8851 ext. 700
thight1@gsu.edu

Deniece Griffin, The Entrepreneurship & Innovation Institute
(770) 361 - 8114
dgriffin33@gsu.edu

WORK HISTORY

Social Media Specialist

THE BUSINESS AND BRAND
2019 TO APR 2020

- Developed brand elements for a plethora of clients
- Oversaw the visual aesthetics of our deliverables to clients
- Communicated with customers in a B2B format
- Delegate tasks to other interns and team members to fulfill tasks
- Wrote content that which reach a variety of audiences for each project

Social Media Coordinator | Student Assistant

ENTREPRENEURSHIP AND INNOVATION INSTITUTE
MAR 2020 TO AUG 2020

- Copywriter for social media and blog posts
- Ensure the overall organization and cleanliness of the office
- Reporting on relevant and local stories related to business

EDUCATION

Georgia State University

B.I.S. IN MEDIA ENTREPRENEURSHIP, 2022

- 3.25 GPA
- Panther Leap graduate
- Student Assistant for ENI
- Crowns Without Boundaries Nominee
- Member of American Marketing Association
- Participated and volunteered in various clubs and orgs

LIM Pre-College Program

2 CREDITS, CLASS OF 2019

- Created a fashion magazine spread
- Worked as the creative director of her team and assisted in creating the aesthetic of a photo shoot
- Created an event plan for a listening party.