

# KAMRYN A. GASKIN

kamryngaskin.wixsite.com/mysite

428 N Curtis Ave. Apt. C Alhambra, CA 91801

M: 609-234-5181 | kgaskin@usc.edu



@KamrynGaskin | @olesoulkam

## SUMMARY

Highly motivated and dedicated graduate student with a strong academic record, leadership ability, and solid communication skills. Influential digital creator, student leader, and champion of social media tools and emerging technologies. Eager to use my communication skills to creatively market the brands of people and companies that yearn for their voices to be heard. As an advocate and user of media, culture and communication, I utilize these three channels as a means to speak out in times of silence, sacrifice in times of complacency, and strive for success, no matter the limitations.

## EDUCATION

### The University of Southern California Annenberg School for Comm & Journalism

M.S. Digital Social Media | Class of 2022, GPA: 4.0

### The University of Alabama B.A. Communication Studies & African American Studies | Class of 2020

GPA: 3.6, Magna Cum Laude

Dean's List and President's List

Presidential Scholar Award - Fall 2019

## TECHNICAL SKILLS

**CONTENT CREATING** INTERPERSONAL  
COMMUNICATION **ADOBE CREATIVE SUITE**  
BRANDING **ANALYTICAL** ADAPTABILITY  
**ORGANIZATIONAL DISCIPLINE** DIGITAL SOCIAL  
MEDIA **MICROSOFT OFFICE** FINAL CUT PRO

## LEADERSHIP + INTERESTS

**Freedom From Oppression Youth Council**, 2020

**Lambda Pi Eta National Honors Society for  
Communication Studies**, 2020

**Afro-American Gospel Choir**, Business  
Manager, 2017-2020

**Women of Excellence**, 2016-2019

**Black Student Union**, 2016-2019

**Cheerleader, The University of Alabama**, 2016-2017

**Black Faculty & Staff Association**, 2016-2017

## EXPERIENCE

### Showcast | February 2021 - present

App Ambassador

*[The first app that pays creators to host live TV shows contacted me to be of one of the first creators to test the app!]*

- Provides feedback on app development, design & user growth
- Promotes live shows utilizing other social media channels

### Velocity BioGroup, LLC | June-July 2020 - Dillon, CO

Intern, Marketing/Visual Messaging

*[Strategic group of long-time pharmaceutical and Federal executives, with high-level relationships in commercial and government sectors.]*

- Rebranded the VBG logo and website
- Created several animation videos & graphics using Adobe After Effects, Photoshop, Vyond and Canva
- Built selling narratives aligned with branding effort
- Aided VBG on a stronger social media presence (LinkedIn profile development & posts) to improve their digital engagement
- Created Awareness Infographics that aimed to heighten viewers' awareness of various health topics particularly in Veterans
- Researched and analyzed key information regarding COVID-19 testing, for a more comprehensive understanding of the marketplace
- Designed marketing materials for GK Pharma, a women-owned biopharmaceutical company based in Puerto Rico
  - SARS COV RT-PCR one-pager, for patients nationwide when tested for COVID-19 at designated testing centers
  - Designed an Antibody Testing one-pager for HealthImpact with overview of COVID-19 testing & benefits of COVID-19 Test Kit

### STRATEX, LLC | June-July 2020 - New Jersey & Colorado

Business Analyst & Visual Designer

*[Helps executives in multiple industries to address gaps in their leadership skills and execute their strategies.]*

- Researched the U.S. car wash industry for potential investor
- Analyzed market structure, key players and potential opportunities for new entrants
- Synthesized research findings into comprehensive business model presentation, prototype marketing one-pager, and brand style guide
- Assisted with presenting the business model presentation and marketing materials to the client for feedback and approval

### Pfizer, Inc. | Summer 2019 - New York, NY

Colleague Communications Intern

### University Programs | 2017-2018, 2019-2020 - Tuscaloosa, AL

Graphic Designer

### Benchworks, Inc. | Summer 2017 - Philadelphia, PA

Project Management Intern