

KACIE CROWN

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Experienced content creator, brand strategist, project manager, videographer, editor and media relations specialist.

Experience

Community School of Naples

August 2023 - Present

Marketing & Communications Project Manager

- Oversee social media, print and digital advertisements, stakeholder communication, website content and media relations.
- Communicate across departments to collect, refine and distribute information in a timely manner to correct stakeholders.
- Create content on deadline for socials and website by making graphics and taking and editing pictures and videos.
 - In 11 months posted 5 videos and 40 pictures on main CSN Instagram. Compared to previous 5 videos: increased likes by 166% and views by 61%. Compared to previous 40 pictures: increased likes by 25%.
- Manage and ensure completion of projects including magazine, athletic programs, brochures and promotional products.

Sunscreen Film Festival St. Pete.

Producer / Former Intern (Seasonal)

March 2023 – May 2024

- Coordinated scheduling of festival videographers and editors. Created timely social media videos. Surveyed locations.

University of South Florida

Design for X Lab Assistant

September 2022 – May 2023

- Scripted, shot and edited lab safety and training videos that included required information in an engaging format.
- Operated, maintained and assisted with 3D printers by replacing filament, leveling printer beds and adjusting prints.

Judy Genshaft Honors College Jenkins Scholar Mentor

February 2023 – May 2023

- Created schedule to get student back on track to graduate, met regularly with student and communicated progress.

Mock Trial Outreach Chair

August 2022 – May 2023

- Ran Instagram account – hosted media days, took pictures and videos, created graphics and edits to be shared.

Bulls in the Cloud Communications Intern

August 2021 - May 2022

- Created content for the Bulls in the Cloud Platform. This included podcasts, digital design and videos.

Drone Videographer

FAA Certified

August 2022 - Present

- Logged over 150 hours piloting drone manually and automatically. Trained under duress to prepare for the field.
- Created promotional videos blending aerial and ground footage including a flyaway stand up and neighborhood tour.

Florida Focus on WEDQ (PBS Affiliate)

January 2022 - December 2022

Reporter/MMJ & Anchor

- Reported and anchored news show that aired on Tampa's PBS affiliate, WEDQ, in America's 13th largest media market.
- Selected for application-only partnership between USF and WEDQ to tell stories that affect the Tampa Bay community.
- Pitched and reported on news of the day and evergreen stories, including impactful, solutions-based enterprise stories.
- Conducted interviews in person and remotely using Teams, Zoom and OBS software. Transcribed for digital team.
- Shot and edited videos with Adobe Premiere Pro. Used Motion Array to add graphics in those videos.

Vū Tampa

August 2022 - December 2022

Volunteer Production Assistant

- Assisted in production of events and shoots in the studio. Filled in as receptionist, bartender and camera operator.
- Communicated with team to help stay on schedule and kept talent and clients satisfied on set.

Skills

Social media management, Monday.com, videography, Photoshop, Adobe Premiere Pro, Trello, WordPress, writing, Canva, Wix

Education

University of Florida – Expected Graduation August 2026

M.A. Mass Communication with concentration in Public Relations

University of South Florida (Honors College) – May 2023

B.A. Mass Communications with concentration in Broadcast Program & Production

B.S. Integrated Public Relations & Advertising