

MCKAYLA KREUTZKAMP



EDUCATION



- Bachelor's degree in Communications with an emphasis in Public Relations from Brigham Young University
- Graduated in April 2021

WORK EXPERIENCE



Account Manager

BW Productions | January 2021 - Present

- Leading the production process of video content for clients
- Managing call sheets, budgets, estimates, contact sheets, scripts, and equipment requests
- Directing all social media platforms
- Training interns

Chief Web Editor

The Daily Universe | August 2020 - January 2021

- Edited and published articles
- Managed all social media platforms



Executive Producer of BYU's Divine Comedy

BYU | March 2019 - April 2021

- Organized and scheduled the production of video content
- Hired new video crew members, conducted meetings, and facilitated crew member work
- Developed SEO and outreach on YouTube and social media outlets
- Conducted script breakdowns
- Found locations, costumes, props, and equipment
- Edited skits and videos

Founder and Coordinator for Healing Harps Initiative

Utah Valley Regional Medical Center | January 2014 - Present

- Communicated with hospital volunteer officials
- Raised money for an on-site harp
- Scheduled the harpists and networking to find new volunteer harpists



Content Marketing Intern

97th Floor | November 2019 - August 2020

- Wrote and created articles, advertisements, and creative pitches
- Developed and conducted customer user reports, corporate social responsibility reports, and customer review audits
- Assisted in compiling and editing promotional clips

CONTACT ME

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McKayla Kreutzkamp

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CERTIFICATIONS

Facebook Ads
Google Analytics
Google Display Ads
Google Search Ads
Google Data Studio
HubSpot Content Marketing
HubSpot Inbound Marketing
HubSpot Email Marketing
HubSpot Social Media
LinkedIn Advertising

SKILLS

Spanish
Adobe Lightroom
Adobe PremierPro
Final Cut pro
Social Outreach

AWARDS RECEIVED

1st Place in the Digital Media
CFAC Share Your Story Contest
2019

Presidential Service Award 2015

INTERESTING FACTS

- Traveled to 25 Countries
- Lead Climb Rock Certified
- Scuba Dive Certified
- Completed Half Marathons