

KAYLA SZYMANSKI

913-609-1936
kaylarszymanski@gmail.com
kszymanski.com
[LinkedIn](#)

OBJECTIVE

To translate ideas into compelling visuals, leveraging a diverse skill set to deliver storytelling visuals that captivate audiences and elevate brand identities.

EDUCATION

UNIVERSITY OF MISSOURI

Bachelor's Degree in Journalism
Minor in Textile and Apparel
Management

Cum Laude

2018-2022

WHAT I BRING TO THE TABLE

Photoshop

Illustrator

InDesign

Wordpress

Digital Marketing Strategy

Google Analytics

Digital and Film Photography

Microsoft Office

Content Creation

Asana

Campaign Management

Brand Awareness

Copywriting

Email Marketing

Ability to work under deadlines

Eye for detail and composition

Critical thinking

Problem-solving

Creativity

WORK EXPERIENCE

ACCOUNT COORDINATOR

Fierce Creative Agency

November 2022 - November 2023

- Fostered and maintained positive relationships with clients, serving as the primary point of contact for inquiries, updates, and issue resolution.
- Collaborated with the creative team to develop compelling marketing materials, such as advertisements, social media content, and email campaigns, aligned with client guidelines.
- Collaborated with web developers on landing page and website design, ensuring ongoing maintenance and performance optimization.
- Directed and produced the fall 2023 [digital magazine](#).

EDITORIAL & PHOTOJOURNALIST INTERN

Kansas City Magazine

May 2020- Aug 2020, May 2021- Aug 2021

- Collaborated with experienced editors and journalists to research, write, and edit articles for both digital and print publications
- Conducted fact-checking and ensured accuracy in all published content, maintaining the publication's reputation for credible reporting.
- Conceptualized, photographed, and authored a compelling fall 2021 fashion trend feature, showcasing expertise in trend analysis and creative storytelling.

STAFF PHOTOGRAPHER & COMMUNITY REPORTER

Columbia Missourian

Aug 2020- Dec 2020, Jan 2021- May 2021

- Published six to eight new stories and feature articles a week on deadline.
- Produced high-quality photojournalism that effectively conveyed the stories and events of the local area.
- Conducted interviews with community members, local leaders, and event organizers to gather news and feature stories.
- Worked with various camera equipment to document events