

CARLEY HESKETT

CREATIVE CONTENT STRATEGIST

CONTACT INFORMATION

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SKILLS

HARD SKILLS

- Microsoft Office Package
- Photoshop
- Illustrator
- InDesign
- iMovie
- Photography, Lighting & Sound
- Social Media Marketing
- Creative Content Strategy
- Social Media Consultant/
Influencer Experience
- Manage Social Media Platforms
- Manage Social Media Campaign
- Manage Research Campaigns
- Media Lists
- AP Writing Style
- Canva
- Mailchimp
- Slack

SOFT SKILLS

- Public Speaking
- Leadership Skills
- Conflict Resolution
- Mastered the Art of Storytelling
- Great Attention to Detail
- Strong Multitasker
- Artistic Ability
- Scheduling/Time Management
- Communication Skills
- Event Organization

CERTIFICATIONS

- Hootsuite: Social Marketing
- Hootsuite: Platform
- MuckRack: Fundamentals of
Media Relations
- MuckRack: Fundamentals of
Social Media
- Hubspot: Social Media
- Zumba Instructor

PROFESSIONAL SUMMARY

Experienced storyteller that is passionate about communicating key messages through media to connect with diverse audiences.

PROFESSIONAL EXPERIENCE

Cast Member; Performer

A Frozen Sing-Along Celebration, Disney's Hollywood Studios
Walt Disney World | July 2019 - Present

Social Media and Marketing Intern

Tampa Museum of Art | September 2020 - May 2021

- Ran museum social media accounts: Instagram, Facebook, Twitter, and Linked In
- Followers raised from 46k to 54k during the 7 months of being the sole social media manager

Campaign Director

PRSA Tampa Bay Research Campaign

University of Tampa | September - December 2020

- Led a research campaign to attract new members to increase membership for PRSA Tampa Bay
- Conducted surveys and interviews
- Provided *PRSA Tampa Bay* director with:
 - Problem Identification
 - SWOT and Situation Analysis
 - Primary and Secondary Research
 - Core, Primary and Supportive Messages
 - Big Idea
 - Strategies and Tactics
 - Content and Gantt Calendar
 - Budget and Metrics

Campaign Director

The Minaret Research Campaign

University of Tampa | September - December 2019

- Led a research campaign to build on-campus awareness for the University's student newspaper
- Moderator for a focus group
- Conducted surveys and interviews
- Provided *The Minaret* director with:
 - Problem Identification
 - SWOT and Situation Analysis
 - Primary, Secondary and Ethnographic Research
 - Results and Recommendations.

EDUCATION

University of Florida

MA in MASS COMMUNICATION, 2024

- Concentration in Public Relations and Communication Management
- 4.0 GPA

University of Tampa

BA in ADVERTISING AND PUBLIC RELATIONS, 2021

- Maintained a 3.93 GPA | Dean's List (8 semesters)
- Dean's Student Advisory Council Member AD/PR representative, 2020 & 2021
- * Winner of the University of Tampa's Faculty Award: Overall Excellence in Advertising & PR, 2020
- * Winner of Best Social Media Work Produced by a student for *Visit Tampa Bay*, 2020
- Phi Kappa Phi Honors Society, *Member* (invitation only to top 7.5% of University students)

BFA in MUSICAL THEATRE, 2021

- Maintained a 4.0 GPA | Dean's List (8 semesters)
- Dean's Student Advisory Council Member Musical Theatre representative, 2020 & 2021
- * Winner of the University of Tampa's Faculty Award: The Charlene Gordon Scholarship for Theatre
- College of Arts and Letters Convocation Speaker, 2019