

STORYTELLER



CARLEY HESKETT

MEDIA KIT

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Carley is currently earning her MA in Mass Communication from the University of Florida. Growing up in Los Angeles, California, she fell in love with the entertainment world at a very young age. This admiration for captivating audiences through story pushed her to earn two different storytelling degrees during her undergraduate studies: a BA in Advertising & Public Relations and a BFA in Musical Theatre. Her intention is to pursue a career in entertainment. Whether it is on social media, on the stage, or on a page - she is always determined and devoted to telling a story.



EDUCATION

MA

**Mass
Communication;
2024**

BA

**Advertising and
Public Relations;
2021**

BFA

**Musical
Theatre; 2021**

She is passionate about understanding and connecting with audiences, branding, and the imaginative side of social media. She is skilled in public speaking, content strategy, time management, leadership, communication, social media and Illustrator. Her creativity and social media marketing expertise combined with her theatrical experience provides her with the unique tools to successfully work in the entertainment industry.



WHAT PROFESSIONALS ARE SAYING ABOUT CARLEY

"Carley has a passion for creativity and storytelling that shines a light on all the projects in which she's involved. At the Tampa Museum of Art, Carley was a valuable member of my marketing team and helped craft engaging content for the museum's social media channels. I have no doubt she will continue to help brands find the essence of what connects them to the communities they serve."

**- Director of Marketing and Communications at Tampa Museum of Art,
Nina C. Womeldurf**

"Carley Heskett has continually worked to hone and refine her skills and performance techniques during her studies at the University of Tampa. She is an extremely self-motivated individual, and her work in class - and on stage - has been of the highest caliber."

**- Dean of the University of Tampa's College of Arts and Letters,
David Gudelunas, Ph.D.**

CERTIFICATIONS



Hootsuite:

1. Platform Certification
2. Social Marketing Certification



Hubspot:

1. Social Media Certification



MuckRack:

1. Fundamentals of Media Relations Certification

CONSULTING CLIENTS



VISIT



TAMPA BAY
TREASURE AWAITS



WORK SAMPLES

Tampa Museum of Art Social Media Posts

Tools Used:

- Hootsuite
- Microsoft Teams
- Illustrator
- Photoshop
- Facebook Business Suite
- Facebook
 - Stories
 - Lives
- Instagram
 - Stories
 - Reels
 - IGTV
 - Lives
- Twitter
- Linked In
- Youtube
- Excel
- Canva

She spent her entire senior year of undergrad as the social media and marketing intern at the Tampa Museum of Art! As the intern, she managed all their social media platforms: Facebook, Instagram, Twitter, Youtube, and LinkedIn. She captured and edited content, wrote creative captions, engaged with their online audience and scheduled postings with a content calendar on Hootsuite. She started working on this account on October 1st, 2020; however, she became the sole intern working on the account as of November 7th, 2020 through April 30th, 2021. **During her time running their accounts, their follower count raised from 46k to 54k.**





Visit Tampa Bay Social Media Posts

In the Spring of 2020, Carley's Strategic Social Media class partnered with *Visit Tampa Bay* to do local influencer work. The client asked the students to help raise awareness for Tampa Bay as a "travel destination" for young adults/college students. They were given creative liberty to do what they wished for their posts. She decided to create her personal top 4 places to visit in the city. She got various content from different locations and then used polls and quizzes to keep the audience engaged! As a result, ***Visit Tampa Bay* awarded her "Best Social Media Produced by a Student."**

Instagram Tools Used:

- Photo/Video
- Boomerangs
- Visco
- Polls
- Questions
- Quizzes
- Ratings
- Relevant hashtags
- Relevant music
- locations and mentions
- Popular/current trends
- Hootesuite

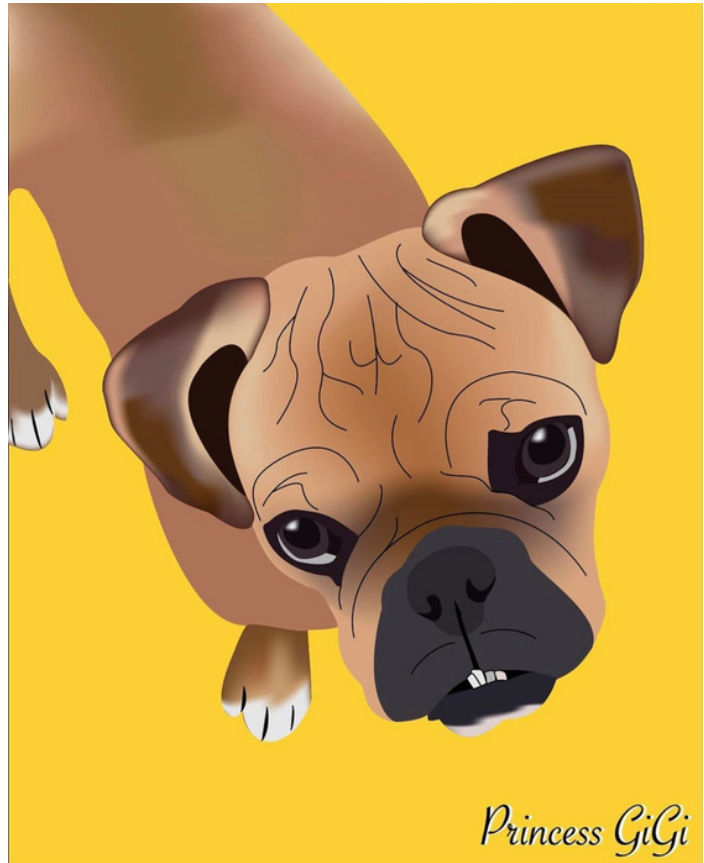
PRSA Tampa Bay Research Campaign



Tampa Bay
PRSA

Darienne Bartsh, Brooke Carde, and Carley Heskett created the fictional agency, BDC&Co, to do a campaign for PRSA Tampa Bay. As account director, Carley led her team to victory. This campaign included goals and objectives, primary and secondary research, surveys, interviews, swot and situation analysis, audience analysis, strategies and tactics, budget and metrics, a content calendar, and a Gantt calendar. **Out of all the teams in the campaign class, Carley's team was nominated the best team by the client.**

Photo to Illustrations



Carley mastered **Illustrator** alongside other **Adobe applications** in digital media classes. Along the way, she discovered her love for turning photos into fun illustrations as pictured here.

Note: She also created the illustration of herself seen on the cover page of this media kit.

Illustrations



In this poster, Carley focused on the **Principles of Design** to ensure she grabbed the viewers' attention. She created a dominant focal point, decided on a strong headline, created a cohesive color scheme, and used contrasting serif and san-serif fonts.

The best ideas start as
conversations.
Don't be shy, contact me!

CONTACT INFO

818.577.7108
Carley.Heskett@gmail.com

SOCIAL MEDIA



[linkedin.com/in/carleyheskett/](https://www.linkedin.com/in/carleyheskett/)



[@itscarley](https://www.instagram.com/itscarley)



[Carley Heskett](https://www.facebook.com/CarleyHeskett)



[@CarleyHeskett](https://www.tiktok.com/@CarleyHeskett)



CARLEY HESKETT

CREATIVE CONTENT STRATEGIST

CONTACT INFORMATION

Cell: (818) 577 7108
Carley.heskett@gmail.com
linkedin.com/in/carleyheskett/
Instagram: @itscarley
TikTok: @carleyheskett
Facebook: Carley Heskett

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, 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