

# Kayla Martin

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## SUMMARY

Aspiring creative director with experience in digital media and marketing. Skilled in videography, editing, and coordinating media projects and events.

## EDUCATION

University of Maryland Baltimore County (UMBC) Baltimore, MD  
Bachelor of Arts in Visual Arts and Media, GPA: 3.16/4.0 Expected Graduation: May 2026  
Entrepreneurship Minor

## HONORS AND AWARDS

UMBC Merit Scholarship August 2022-Present  
UMBC Heritage Award August 2022-Present  
Dresher Family Scholarship Fund August 2022-May 2025  
UMBC College of Arts, Humanities, and Social Sciences, Deans List August 2024-May 2025

## RELEVANT COURSEWORK

- ❖ Visual Concepts II/Camera Vision
- ❖ Visual Concepts IV/Time-Based Media
- ❖ Sound Design
- ❖ Introduction to Photography and Cinema

## SKILLS

Design: Canva, Adobe Creative Cloud (Photoshop, Premiere Pro, Audition, Lightroom/LR Classic)  
Social Media: Instagram, Pinterest, Youtube, TikTok  
Film: Premiere Pro, Cap cut, iMovie  
Audio: Adobe Audition  
Computer: Microsoft Office Suite (PowerPoint, Word, Excel), Google Suite

## PROJECT EXPERIENCE

*Narrative Film – Final Project* December 2024  
❖ Directed and produced a short film emphasizing visual storytelling through symbolism and mood.  
❖ Experimented with editing techniques such as montage sequencing and match cuts to build visual impact.  
*Event Score Film – Class Project* November 2024  
❖ Produced an experimental short film exploring planning vs improvisation through various camera angles and pacing.  
❖ Integrated music and smooth transitions to establish mood and enhance the emotional impact of each scene.

## RELEVANT EXPERIENCE

**The Collegiate Care Experience** Baltimore, MD  
*Creative Director* October 2024-Present  
❖ Showcased around 15 pop-up shop events through videography and photography.  
❖ Assisting in launching a new Collegiate Care brand by designing a logo mock-up and collaborating with the CEO and media team to manage brand development and strategy.

## ADDITIONAL EXPERIENCE

**UMBC Residential Life** Catonsville, MD  
*Desk Assistant* January 2024-Present  
❖ Support daily operations by managing tasks, e.g. facilities requests, desk systems, and urgent residential concerns.  
❖ Represent Residential Life as a front-line communicator, assisting with check-ins, mail, and IDs, and sharing information on campus locations, packages, and residential life events.  
**Baltimore's Promise** Baltimore, MD  
*Facilitator* December 2023-January 2024  
❖ Led interim meetings by guiding discussions and capturing key decisions via Google Docs to support organizational goals.  
❖ Enhanced team discussions through collaborative activities such as ice breakers and periodic check-ins.  
**UMBC Visual Arts Office** Catonsville, MD  
*Receptionist* September 2023-December 2023  
❖ Represented the office by welcoming guests and communicating visual arts program information such as showcases, to promote the department.  
❖ Managed calls, mail, and office tasks to ensure clear communication and organized operations.

## EXTRACURRICULAR ACTIVITIES

**Caribbean Student Union, UMBC** Catonsville, MD  
*Events Coordinator* October 2024-Present  
❖ Coordinated 2 e-board photoshoots by managing location, scheduling, attire, and Instagram content roll-out.  
❖ Planning and promoting club gala using vision boards, spreadsheets, and Instagram campaigns, including intermediate events like speed friending/dating.