

# Taylyn Cogswell

BA MEDIA ARTS, JOURNALISM

## GENERAL OVERVIEW

An enthusiastic Media Arts graduate who majored in news writing and digital media, currently working full-time in Digital Marketing and looking for full-time remote opportunities in an exciting, fast-paced and creative work environment.

## WORK HIGHLIGHTS

### DIGITAL MARKETING

*Kiara Sky & Glam and Glits. | Feb 2020-present*

- PR Coordinating for product campaigns, authored blog posts, YouTube scripts, product descriptions, brand mission statement, customer-service auto-responses and more.
- Helped launch new e-commerce site on Shopify.
- Styled products and manages social media presence & engagement.

### WEB DESIGN

*Creator and administrator | March 2018-present*

- Created multiple business and portfolio webpages
- Provided original content, logos, icons, downloadable files, letterheads, business cards, SEO, and photographs to owners

### FREELANCE PHOTOGRAPHY

*Self-employed | March 2016-present*

- Travel photography, product photography, headshots & portraits
- Skilled in Adobe Photoshop, Lightroom.

### SOCIAL MEDIA MANAGEMENT

*Stockdale Radiology | September-November 2019*

- Independently contracted to manage social media accounts and promote Breast Cancer Awareness, Rad Tech Week, relevant events, as well as advertise promotions
- Gained followers, significant engagement with existing audience, and increased traffic to the physical office.

### STAFF WRITER

*The Arbiter | Aug 2018-Dec 2018*

- Identified research strategies
- Conducted interviews with sources
- Cold-called potential sources
- Compiled information and wrote articles for print and web

## MY EDUCATION

### BOISE STATE UNIVERSITY

*Communication Department, Graduated December 2019*

- BA in Media Arts; Emphasis in Journalism
- Distinguished Honors, Magna Cum Laude (GPA: 3.7)
- Member of Phi Kappa Phi Honors Society
- Completed degree requirements in 2.5 years
- Thesis: The Splintering Influence of Columbine: An Application of Cultivation Theory, Cultural Scripts and Current Public Perception of Mass School Shootings

## ACHIEVEMENTS & AWARDS

Boise State University:

Dean's List with Honors Spring 2019.

Dean's List with High Honors Fall 2017 &

Fall 2018. Dean's List with Highest Honors Spring 2018.

Liberty High School:

California State Seal of Biliteracy 2017

Golden State Seal Merit Diploma

AP Scholar with Honor Award & Distinction Award

## REACH ME AT:

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## REFERENCES

Clarissa Leon, Marketing Manager

Kiara Sky Professional Nails, Glam and Glits

Nail Design

Email: [socialmedia@kiarasky.com](mailto:socialmedia@kiarasky.com)

James Kelly, Novelist

Food & Wine/Travel Writer

Journalism Professor, Boise State University

Email: [jameskelly@u.boisestate.edu](mailto:jameskelly@u.boisestate.edu)

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