

KAYLA WHEELER

SOCIAL MEDIA CONTENT MANAGER

CONTACT

 636-226-5241

 St. Louis, MO

 kayelisabeth94@gmail.com

 kaylawheeler.com

EDUCATION

BS in Mass Communications

*Southeast Missouri State
University*

2012-2016
Cape Girardeau, MO

SKILLS

- Social media management
- Website management
- Typing, writing
- Communication
- Leadership
- Video editing
- Customer service
- Cultivating relationships
- Digital marketing

ABOUT ME

A social media marketing professional with more than 7 years of experience in communications. I began my career as a multimedia journalist and transitioned to digital marketing. I'm a strong leader, I learn new things quickly and I love collaborating with a team.

EXPERIENCE

Content Manager

2023 - Present, The Magic House

- Manage social media platforms and lead social strategy
- Create original and trending reels
- Take photos and videos for social and website
- Daily website management
- Build relationships with local influencers
- Write and copy edit press releases

Sr. Digital Content Producer

2022 - 2023, KSDK News

- Lead the morning digital news team
- Assigned news stories, copy editing, managed our website
- Special projects and record keeping
- Lead SEO and video strategies.
- Mentor others in digital best practices

Digital Content Producer

2017 - 2022, KSDK News

- Wrote breaking, feature and SEO news stories
- Edited YouTube and social videos
- Managed social media accounts
- Copy editing duties
- Managed YouTube channel and led YouTube and SEO strategies