



# Kaytlyn Turner

Strategic Communications/Social Media Specialist/Creative Director

## Contact

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## Education

May 2019  
University of South Florida, Tampa, FL  
Bachelors of Arts: Communications  
May 2021  
Liberty University, Lynchburg, VA  
Master of Arts: Strategic Communication August 2021-Present  
Liberty University, Lynchburg, VA  
Doctor of Philosophy: Communication- *Social media research focused*

## Core Competencies

- Social media strategy & execution
- Team leadership and development
- Content creation and production
- Data analytics and performance optimization
- Crisis communication and reputation management
- Brand development and consistency
- Trend analysis and content enhancement

## Technical Skills

- **Platforms:** Instagram, Facebook, Twitter/X, LinkedIn, TikTok
- **Analytics:** Brandwatch Sprout, Meta Business Suite, and native platform analytics
- **Creative Suite:** Adobe Premiere Pro, Adobe Rush, CapCut, Final Cut Pro, Adobe Illustrator, and Canva
- **Management:** Monday.com, Trello, Google Suites

## Student-Athlete Experience

2016-2019  
University of South Florida, Division I  
Women's Track & Field

- All-Conference selection, 2x NCAA Regional Qualifier, Deans List
- Student-Athlete Advisory Committee Representative
- Leadership Committee member focused on team mentorship and community service

## Professional Accomplishments & Recognition

- **Speaker,** Social Media Summit for Higher Educations- Presented on social media strategy and emerging platform best practices
- **Campus Thought Leader-** Led all-department training session on social media best practices across Central Piedmont Community College
- **Platform Innovation** - Initiated and multi-led and on-going strategic launch of the university's TikTok and revamp of YouTube channels

## Experience

**UNC Charlotte, Charlotte, NC.** May 2024-Present  
**Director of Social Media**

- Develop and execute university-wide social media strategy across all institutional channels to strengthen brand presence and engage students, alumni, faculty, and community stakeholders.
- Grew university's social media presence by 33,000+ followers (485K to 517K+) across all active platforms while overseeing 827 pieces of strategic content that generated 22.45M+ impressions, 935K + engagements, and 5.18M+ video plays.
- Direct social media strategy and content execution for major annual campaigns and university-wide initiatives, ensuring consistent messaging and brand alignment.
- Oversee content planning, creative development, and approval processes to maintain quality standards across Facebook, Twitter, Instagram, LinkedIn, and emerging platforms.
- Monitor social listening tools and analytics to track performance, identify trends, and provide strategic counsel to senior leadership on reputation management and crisis communications.
- Lead a team of 2 social media professionals and manage a student creator program of 4 student ambassadors, providing strategic direction, content guidance, and professional development.
- Coordinate with marketing, communications, and academic departments to align social campaigns with broader institutional goals and maximize reach.
- Launched and oversee student creator ambassador program, leveraging authentic student voices to enhance engagement and reach key audiences through peer-to-peer storytelling.
- Create original content and collaborate closely with content producers, photographers, and videographers to align on creative vision and ensure high-quality, on-brand storytelling across platforms.

**Central Piedmont Community College, Charlotte, NC.** November 2021-May 2024  
**Social Media Manager**

- Developed and implemented the college's social media strategy to strengthen brand presence and connect with current students, prospective audiences, and the broader community.
- Doubled impressions and video views on primary social media channels through strategic content optimization and platform-specific storytelling.
- Served as lead strategist and content creator, producing engaging content in multiple formats including event videos, student stories, graphics, and photography designed to resonate with diverse audiences and drive interaction.
- Analyzed engagement data and monitored digital trends to continuously refine approach, optimize content performance, and grow follower base across all platforms.
- Partnered with the Communications, Marketing, & Public Relations team to plan and execute digital campaigns that leveraged social channels for storytelling and audience engagement.
- Managed day-to-day community engagement and response, building relationships with followers and maintaining the college's positive online reputation.
- Adapted content strategy to align with institutional priorities and marketing objectives, staying current with platform updates and emerging social media best practices.

**National Amateur Sports, Charlotte, NC** August 2019 – April 2021  
**Director of Communications**

- Promoted to lead communications following departure of previous director; successfully managed and directed a team of 6 communications associates, overseeing their work and supporting their professional development
- Built and expanded the organization's communications strategy, establishing clear brand voice and maintaining consistency across all digital platforms.
- Created and managed content strategy for Instagram, Twitter, Facebook, and LinkedIn, developing posting schedules and coordinating execution with team members.
- Developed original content and worked directly with photographers and videographers to capture live events and create compelling storytelling that resonated with athletes, families, and sports community stakeholders
- Produced monthly reports and analytics presentations for clients showing campaign performance, audience growth, and marketing impact, using insights to refine strategy and improve engagement.
- Managed community engagement across social platforms, responding to inquiries and building relationships with followers to strengthen brand reputation.

**Powerade, Charlotte, NC** May 2016 – August 2018  
**Social Media Coordinator**

- Managed social media content for Powerade "7 on 7" football tournament series, capturing and editing live event coverage and post-event recaps to drive engagement with athletes, coaches, and sports community.
- Coordinated photography and videography during tournament events, directing on-site content capture to ensure compelling visual storytelling across social platforms.
- Monitored social media trends and conversations related to high school football and youth sports to inform content strategy and keep Powerade's presence relevant and engaging.
- Collaborated with event staff and marketing teams to align social media efforts with broader tournament goals and sponsorship objectives.