Kayla Brennan

SOCIAL MEDIA INTERN

@ kayla.brennan@email.com | (480) 555-0172 | Tempe, AZ
linkedin.com/in/kaylabrennan

SUMMARY

Marketing student at Arizona State University with 2 years of hands-on content creation for a Phoenix outdoor retailer and a Tempe climbing gym. Plans, shoots and captions posts for Instagram, TikTok and Facebook, designs graphics in Canva and Photoshop, and tracks results in Excel. Brings attention to detail and steady organization to weekly posting deadlines.

EXPERIENCE

Social Media Intern

06/2026 - Present

Saguaro Trail Outfitters — Phoenix, AZ

Outdoor gear retailer with 4 stores and an online shop.

- Create 15 posts a week for Instagram, TikTok and Facebook, from shot list through final caption.
- Edit short gear-test clips for TikTok and YouTube Shorts, lifting average TikTok views from 1,200 to **4,800**.
- Design product and event graphics in Canva from the brand kit, turning every request around within 3 days.
- Track weekly reach, saves and link clicks in Excel and present a one-page summary to the marketing manager.

Marketing Assistant (Part-Time)

09/2024 - 05/2026

Desert Ridge Climbing Gym — Tempe, AZ

Independent climbing gym with about 1,500 members.

- Posted route-setting updates and member stories on Instagram, growing followers from 1,900 to **3,400**.
- Answered 40+ comments and direct messages a week within the same business day.
- Photographed competitions and retouched images in Photoshop for Facebook albums and LinkedIn job posts.
- Built a monthly content calendar in Excel that cut last-minute post requests by half.

SKILLS

Instagram | TikTok | Facebook | YouTube | LinkedIn | Canva | Photoshop | Excel | Content Creation | Attention to Detail

EDUCATION

Bachelor of Science

05/2027

Arizona State University — Tempe, AZ

Marketing

CERTIFICATES

Social Media Marketing Certification

02/2026

HubSpot Academy