

KC SOSA

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385-237-7515

www.heyitskc.com

EDUCATION

Brigham Young University
Multicultural Student Scholarship

Major: Advertising
Minor: Mandarin Chinese
Minor: Family Studies
1st Generation College Grad

CREATIVE COPYWRITER

Boncom
Salt Lake City, UT
2019 - Present

- Make client creative campaigns and promotions
- Create ads, scripts, social posts, etc.
- Strategize relevant consumer and brand insights
- Produce videos and motion graphics
- Pitch concepts and creative ideas to various clients

HEAD OF MARKETING

Utah Celtic Football Club
Provo, UT
2020 - Present

- Design social strategy and promotions
- Make marketing campaigns targeting various markets
- Create content to promote brand recognition
- Manage various communication platforms.

CONTENT CREATOR

BYU Adlab
Provo, UT

- Created client and speculative campaign work
- Won awards in New York and London
- Edited an award-winning, feature-length documentary

CONTENT PRODUCER

Doner
Detroit, MI

- Won creative campaign pitch competition
- Produced social posts and creative briefs
- Researched relevant insights and data trends
- Produced photography and video content

WRITING

- Script Writing
- Newsletters
- Digital Media
- Websites

VIDEO EDITING

- Premiere Pro
- Final Cut Pro
- Davinci Resolve
- Audition

MOTION

- After Effects
- ProCreate
- Photoshop
- Illustrator

MARKETING

- Social Media
- Facebook Business
- Media Buying
- Mailchimp

Brands I've worked on:

