

KC SOSA

kcsosa54@gmail.com

385-237-7515

www.heyitskc.com

EDUCATION

Brigham Young University
Multicultural Student Scholarship
1st Generation College Grad

Major: Advertising
Minor: Mandarin Chinese
(Yes, I speak Chinese)
Minor: Family Studies

COPYWRITER / CREATIVE

Boncom
Salt Lake City, UT
2019 - Present

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

HEAD OF MARKETING

Utah Celtic Football Club
Provo, UT
2020 - 2022

- Planned social strategy and promotions.
- Made campaigns targeting various audiences.
- Created content to promote brand recognition.
- Managed various media plans.

DIRECTOR / EDITOR

Freelance
Based in Utah
2015 - Present

- Write and direct video scripts for TV & social media.
- Produce internal and external facing content.
- Work with Cinema-tier equipment: RED, Black Magic, etc.
- Have worked with both local and national brands.

VIDEO PRODUCER

Doner
Detroit, MI
2018 - 2019

- Worked with clients: Netflix, Jeep & Simply.
- Researched insights and data trends.
- Wrote and presented creative briefs & strategies.
- Directed & Produced TV and Social Media Campaigns.

WRITING

- Microsoft Word
- Powerpoint
- Excel
- Chat GPT

VIDEO EDITING

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

MOTION

- After Effects
- ProCreate
- Photoshop
- Illustrator

MARKETING

- Social Media
- Facebook Business
- Midjourney
- Analytics

BRANDS I'VE WORKED ON:

