

# KAYLA WEBBER

## EXPERIENCE **Creative Services Coordinator, Marketing**

CBS Studios International

March 2014 – Present

- Manage creative assets for all CBSSI television/film programming to fulfill marketing needs of international broadcaster and new media clients across 200+ territories worldwide
- Collaborate with cross-functional teams to coordinate physical and digital signage, event space design, advertising, marketing collateral, and other deliverables for international tradeshows
- Assist in creation of sales and marketing collateral by working directly with our graphic designer, formulating copy, and managing outside agencies and vendors
- Build and track project schedules to ensure teams meet deadlines, allowing time for design and production as well as feedback and approvals
- Source, organize, prepare, and distribute all art and photography to populate B2B platform
- Review and provide feedback on creative aspects of client marketing campaigns based on artwork restrictions, specific territorial nuances, and general brand strategy

## **Executive Assistant, Marketing**

CBS Studios International

July 2013 – March 2014

- Increased marketing efficiencies by analyzing email marketing statistics to generate individualized reports for sales team
- Created new series pitch books by compiling key series content information, research predictions, and marketable selling points used by sales team to engage prospective clients
- Assisted in tradeshow and special event coordination, ranging from internal town hall meetings to international press junkets

## **Video Production Intern**

UC Santa Barbara Athletics

Sept 2012 – June 2013

- Awarded Head Producer for UCSB Women's Basketball Team
- Assisted in production of engaging video content for the weekly TV show *Gauchos in Thirty* to increase athletic event awareness and attendance
- Filmed athletic events, conducted coach/player interviews, and edited video footage to create post-game highlights for UCSBgauchos.com and affiliated social media sites

## **Television Production Intern**

Santa Barbara City TV

Feb 2013 – June 2013

- Produced 5-10 minute public interest segments for the TV series *Inside Santa Barbara* to inform citizens about City issues and events in a clear and entertaining manner
- Investigated stories, conducted interviews, wrote scripts, filmed b-roll and stand-ups, recorded voice-overs, and edited footage to create final package

## **Newsroom Intern**

KEYT NewsChannel 3, Santa Barbara

Jan 2012 – June 2012

- Investigated and wrote 40+ stories for weeknight newscasts
- Assisted in production of 30+ live, primetime news broadcasts

## EDUCATION **University of California, Santa Barbara**

Sept 2009 – June 2013

- B.A. in Communication, Minor in Professional Writing for Multimedia Communication
- GPA: 3.66, Dean's Honors
- Lambda Pi Eta, National Communication Honor Society
- Delta Gamma Sorority, Vice President of Programming

**Emerson College**, Social Media Marketing in the Entertainment Industry (March 2015 – April 2015)

**UC Florence**, Florence, Italy - Education Abroad Program (June 2012 – August 2012)

## SKILLS

Adobe Photoshop/InDesign, HTML/CSS, WordPress, MailChimp, Microsoft Office, Mac & PC systems