

# Kayla Swanson

COPYWRITER

## Experience

2019 - CURRENT

*Swanson Insurance Agency in New Orleans, LA*

### MARKETING/ OPERATIONS COORDINATOR

- Implement communications technology such as email communication system with current active open rate at 35% (above industry standard)
- Manage and create website content increasing the website visits 119 percent YoY.
- Manage disaster communications in the after math of hurricanes Zeta (2020) and Ida (2021). Sent out blasts to keep clients in the know throughout evacuation and connect via text messaging to provide clients with the information they needed to recover upon return.
- Managed the operations COVID-19 lock down response. Worked with our IT manager to set team up for remote work and use Microsoft Teams along with the agency mangement system to track productivity. Maintained a 90% retention rate with clients through 2021

2018 - 2020

*GrowHaus Studio - New Orleans, LA*

### CREATIVE PRODUCTION STRATEGIST

- Manage social media accounts for various clients and **in-house** accounts, including Eccolo, an international staionery brand earning them over 10,000 followers.
- Assist in website development through **copywriting** using SEO standards
- Work with team to develop digital marketing plans for clients.
- Assistant creative director during client meetings and strategy development.

2019 - 2020

*The Mogul Millennial in Dallas, TX*

### CONTRIBUTING WRITER

- Write weekly content for the platform on topics of tech, business, and finances
- Cover events relating to the target audience, black millennials

## Interviews

*A Consersation with Dean Baquet of the New York Times*

### INTERVIEWER - SEPT 22, 2017

- Discussed the role of the news media in the hostile political climate with Dean Baquet, Executive Editor of the New York Times

*From The President to Press Briefings*

### INTERVIEWER - APRIL 17, 2018

- Discussed the everchanging role of white house press secretaries with former press secretaries Arie Fleischer (W. Bush) and Mike McCurry (Clinton)

## CONTACT

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## EDUCATION

### 2015 - 2018

*Bachelor of Arts in Mass  
Communication*

*concentration: Public Relations  
minor: Business*

**Louisiana State University**

### 2019

*UI/UX Course*

**Tech Talent South**

## ORGANIZATIONS

**New Orleans Chapter of  
the Public Relations  
Society of America  
(PRSA)**

*Secretary*

## SCHOLARSHIPS

### New York Times Scholar

*New York Times*

### Manship Scholar

*Manship School of LSU*

### Minority Communicator

*Freeport McMoran*

### NABJ Scholar

*Baton Rouge Association of Black  
Journalist*

## SKILLS

- Adobe Creative Suite
- Photoshop
- InDesign
- Premiere
- Social Media Management Tools