

KIRSTEN CLARK PHOTOGRAPHER & DESIGNER

CONTACT

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🌐 amavimedia.com

EDUCATION

University of South Carolina

2020-2024

Visual Communications

School of Journalism and Mass Communications
Business Administration Minor
Magna Cum Laude

Sant'Anna Institute

Spring 2023

Study Abroad Semester

An academically rigorous study abroad program, enhancing cross-cultural competence and gaining a global perspective on business and academics. January-May 2023

LEADERSHIP

Senior Peer Leader

2022-2024

Co-led 20 peer leaders in a classroom environment to produce the best quality peer leaders for first-year students at USC.

U101 Peer Leader

2022-2024

Co-led students in the nations #1 ranked first-year seminar for first-year students. Taught consecutively for two academic years.

VP of Communications ALD

2021-2024

Academic fraternity consisting of top scholars at USC. Oversaw all communication within fraternity including emails, social platforms, and GroupMe messages.

WORK EXPERIENCE

Photographer

Wilmington Social Co.

October 2024-Present

- Manage and optimize social media platforms to grow brand presence, drive engagement, and increase follower count for WSC
- Develop and execute SEO-driven blog content to boost website traffic and improve search engine rankings
- Photograph events and create visually compelling content strategies for social platforms, aligning with client branding and marketing goals

Social Media Manager

Salt Marketing

May 2024-Present

- Create compelling content calendars aligned with client objectives and target audiences preferences
- Cultivate and monitor internal communication with clients and industry professionals to enhance brand visibility
- Assist creating content for all clients including social posts, banner ads, articles, etc.
- In charge of Salt Marketing internal marketing including weekly articles and social posts for all platforms

Photographer

Garnet & Black Magazine

2022-2024

- Captured high-quality images featured in editorials, print, articles, covers, etc.
- Collaborated with art directors, stylists, and design team to achieve magazine's overall vision
- Conducted studio or on-location shoots and ensured exemplary composition, lighting, modeling, and post-production editing

Global Correspondent

USC Study Abroad Office

2022-2024

- Responsible for creating compelling blog content about my experiences abroad for USC's Study Abroad Office's social platforms and my own blog
- Topics in blog ranged from weekend trips, travel advice, budgeting tips, photos and videos in county to achieve the overall goal of promoting students at USC to study abroad
- Tasked with creating digital content including photos, reels, Tik Toks, and Youtube videos for social platforms

SKILLS

- Adobe Creative Suite
- DSLR Cameras
- Microsoft Suite
- Hive Management
- Final Cut Pro
- Canva
- Web Design
- WordPress
- Portfolio Development
- Later Scheduler
- Typography
- Figma
- SMM
- SEO

References available upon request.