

# Mikayla Keshtkar

Santa Barbara, CA | 3107480185 | [mikaylakar@gmail.com](mailto:mikaylakar@gmail.com) | [linkedin.com/in/mikayla-keshtkar/](https://www.linkedin.com/in/mikayla-keshtkar/)

## EDUCATION

University of California, Santa Barbara (UCSB)

Expected June 2024

### **Bachelor of Arts in Communication and Minor in Multimedia Writing**

- Relevant Coursework: Writing for Public Relations, Writing for Visual Arts, Digital Journalism, Document Design.
- Research Assistant for the Department of Communication under Associate Professor Amy Gonzales.
- Studied Sociology in Rome, Italy for five months to gain a better cross-cultural understanding.
- Deans Honors List, Letters and Sciences, for five quarters.

## PROFESSIONAL EXPERIENCE

### **Photography and Social Media Assistant**

April 2023-Present

Could I Have That| Santa Barbara, California

- Create aesthetic photographic, video, and written content bi-weekly for a well known fashion and lifestyle blog.
- Monitor social media platforms and update website content frequently.
- Research upcoming trends and brainstorm innovative marketing strategies for a platform of 126K+.

### **Fashion Public Relations Intern**

November 2023-February 2024

Ali Fee PR| New York, New York

- Devised daily press clippings for editorial and influencer media placements.
- Placed, tracked, and managed influencer and editorial gifting packages daily for four major clients.
- Conducted research for potential outlet collaborations and influencer partnerships, devising lists with over 200+ potential connections.
- Curated weekly social media content for agency and its clients through a monthly calendar.

### **Marketing Director**

April 2021-May 2023

The Bottom Line Newspaper| Santa Barbara, California

- Built and oversaw quarterly marketing campaigns for the newspaper and video teams.
- Responded to email inquiries daily from prospective writers, photographers, advertisers, and illustrators.
- Assigned weekly schedules to staff for tabling events such as Spring insight, outreach programs, and special events.
- Engaged in 10-15 community events yearly and construct relations with multiple on and off-campus organizations.

### **Research Assistant**

June 2022-August 2023

UCSB Department of Communication| Santa Barbara, California

- Examined hundreds of scientific articles to develop in-depth literature reviews for upcoming research questions.
- Composed five Qualtrics surveys into one consistent quantitative spreadsheet for data cleaning.
- Cleaned and classified years worth of quantitative survey data from over 400 participants before statistical analysis.

### **Media Relations Assistant**

July 2022-September 2022

DM Baker Media| Santa Barbara, California

- Conducted email and social media communication between 400+ influencers to negotiate influencer contracts.
- Facilitated conversation with hundreds of media outlets in three major cities to build relations and solidify press details.
- Investigated and reported preliminary research on prospective collaborations or competitors on a project-to-project basis.
- Created a hands-on press event planning and coordination with around 100 guests.

## TECHNICAL SKILLS

- Google Office Suite and Microsoft Office Suite
- Adobe Photoshop and Creative Cloud
- Elementor Website Builder
- Social media platforms (Facebook, Instagram, Twitter, TikTok, LTK, Substack)
- Canva
- Shopify