

# KAITLYN SCIARRINO

kaitlynsiarrino14@gmail.com ▪ 310-346-2918

Los Angeles, California ▪ [www.kaitlynsiarrino.com](http://www.kaitlynsiarrino.com)

## EDUCATION

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**Southern Methodist University**, GPA: 3.7 / 4.00 Dallas, TX  
**Meadows School of the Arts**, Bachelor of Arts, Journalism and Fashion Media Major May 2024  
**Temerlin Advertising Institute**, Bachelor of Arts, Advertising: Digital Media Strategy  
**Dedman College of Humanities and Sciences** History Minor

- Second Century Scholar: Demonstrated exceptional academic credentials and personal achievement
- International American University in Barcelona, Jan-May 2023

## EXPERIENCE

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**Broadway Video** Los Angeles, CA  
*Film and TV Development Intern* May 2022 - Aug 2022

- Read and analyzed scripts and provided coverage on submitted materials (pilots, features, books, and stand up comics...)
- Answered and screened incoming calls daily
- Greeted and welcomed high-profile entertainment executives and creatives weekly
- Attended weekly development and staffing meetings

**Spectrum News** Austin, TX  
*Digital Intern* Jun 2021 - Aug 2021

- Worked with reporting team to develop daily stories in a 24/7 environment
- Pitched story ideas for trending topics and created news series
- Maintained AP Style quality standards in collaboration with editors
- Reviewed tools and methods and recommended automation, visualization, data management and digital improvements such as an updated viewer interface

**Open Influence** Los Angeles, CA  
*Creative Intern* Jun 2021 - Aug 2021

- Identified category trends amongst “Gen Z” through social listening platforms and created a corresponding design guide that was distributed throughout the company
- Wrote advertising material about shop-able features on social media, Reddit, and the history of advertising for use by publication, broadcast, or internet media to promote sale of goods and services
- Brainstormed and pitched influencer marketing campaigns for large companies such as Disney

## LEADERSHIP & COMMUNITY SERVICE

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**SMU LOOK** Dallas, TX  
*Video Team* Jan 2021 - Present

- Customize brand messages to reach and capture target audience interest and drive engagement on YouTube, Instagram, and TikTok
- Create original content including topics on fashion, beauty, and wellness through video production and editing software for YouTube, Instagram, and TikTok

**Kappa Alpha Theta** Dallas, TX  
*Chief External Affairs and Operations Officer* Jan 2022 - Present  
*Member* Jan 2021 - Present

- Plan events that benefit the Court Appointed Special Advocates (CASA) which included raising over \$10,000
- Facilitate events to improve leadership, encourage educational aspirations, and sisterhood

## INTERESTS AND SKILLS

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- Skills: Adobe creative suite (Illustrator, InDesign, Photoshop, Premiere Pro), FinalCut Pro, front desk operations, script coverage, Microsoft Office Suite, Google Analytics, Broadcast production and writing, and Non-profit management
  - Interests: Reading, cooking, skiing, photography, traveling, volunteering, and writing