

EXPERIENCE

Digital Strategy Intern

USC Student Affairs & Academic Support, Columbia, SC | 2025–Present

- Captured campus events, creating engaging content published across Instagram and TikTok for a high-follower brand.
- Achieved immediate audience engagement, with a contributed post becoming the highest-liked on the account since June 17th.
- Monitored social trends to proactively pitch and produce timely content and designed graphics enticing student interaction.
- Edited and organized photography using Adobe Lightroom and Photoshop with specific presets, ensuring brand-cohesive visuals across platforms.

Marketing Intern

Savage Craft Ale Works, Columbia, SC | 2024–2025

- Led production of professional-quality photography and videography for a hospitality client, covering events, product shots, and behind-the-scenes visuals.
- Produced a cinematic mini-documentary using DJI microphones and gimbal stabilization for brand storytelling.
- Collaborated with a fast-paced marketing team on content strategy adapted copywriting, and ensured brand consistency across Instagram and Facebook.
- Utilized basic analytics to inform content strategy and executed hospitality-focused content, including event and product visuals.

Freelance Photographer & Content Creator

Through Lakes Lens, Columbia, SC | 2024–Present

- Independently managed all phases of client photography projects, including DSLR production, efficient scheduling, editing, and timely delivery of professional, personalized photos, ensuring client satisfaction.
- Executed paid social media campaigns using Meta Business Suite, boosting reach for mini-session promotion by 162% compared to a standard post and driving 63% new audience engagement.
- Designed and launched a social-first Representative Program, coordinating styled shoots for senior influencers to generate compelling content for social media and drive multi-platform brand awareness.
- Completed 15 graduation photography sessions during peak seasons (December and May) while balancing being a full-time student and part-time employee responsibilities.

Selected Brand Work: Carolina Flute Studio Marketing

- Directed full brand identity and marketing strategy for USC Carolina Flute Studio.
- Designed and produced visual assets including photography, social graphics, and print, using Illustrator, Lightroom, and Photoshop.
- Crafted a tailored social media content calendar to drive engagement and enrollment.

USC Garnet Media Group Daily Gamecock Photographer | Columbia, SC | October 2024 - Present

- Consistently delivered high-quality, brand-aligned images under tight deadlines (within hours) and drafted compelling captions.
- Adhered to journalistic photography standards, ensuring ethics, accuracy, and prompt delivery of visuals.

CONTACT

Addison Lake Killman

Social Media and Marketing Content Creator
843-598-8808
lakekillman@gmail.com
<https://addisonlakekillman.my.canva.site/>

EDUCATION

University of South Carolina, Columbia, SC-2025
Bachelor of Arts in Visual Communications &
Cognate in Sports Media
University of South Carolina, Sumter, SC-2023
Associates of Arts

SKILLS

- Drone Operation & Aerial Photography
- Photo Editing & Retouching
- DSLR & Mirrorless Camera Operation
- AI Prompting
- Copywriting & Brand Voice Development
- Social Media Strategy & Analytics

ORGANIZATIONS

Zeta Phi Eta
USC Professional Communications Fraternity
(2024–Present)

USC Sumter Women's Tennis Team
Student Athlete (2022–2023)