



EXPERIENCE

Digital Strategist

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

- 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.
- Contributed posts that reached over 100,000 views, with top-performing content exceeding 300,000 views in October.
- Created on-brand, high-quality content that reflected authentic campus life and followed platform-driven best practices.

Marketing Intern

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

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

Freelance Photographer & Content Creator

Addison Lake Creative Co., Columbia, SC | 2024–Present

- Independently managed all phases of client photography and content projects, including DSLR production, scheduling, editing, and timely delivery of professional, personalized visuals.
- Executed paid social media campaigns using Meta Business Suite, increasing reach for mini-session promotions by 162% and driving 63% higher audience engagement compared to standard posts.
- Designed and launched a social-first Representative Program, coordinating styled shoots with senior influencers to generate engaging, multi-platform content and brand awareness.
- Completed 30 graduation photography sessions during peak seasons (December and May) while balancing full-time academic and part-time professional 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 | 2024 - 2025

- 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

Creative & Social Media Strategist
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EDUCATION

University of South Carolina, Columbia, SC-2025
Bachelor of Arts in Visual Communications &
Concentration 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-Assisted Content Creation
- Copywriting & Brand Voice Development
- Social Media Strategy & Analytics

ORGANIZATIONS

Zeta Phi Eta
USC Professional Communication Fraternity
(2024–2025)

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

REFERENCES

Tem Miles

Mayor of West Columbia, SC & Owner of Miles Law Firm
(803) 351-8754

Cynthia Gunter

Assistant Director of Social Media Student Affairs and
Academic Support at the University of South Carolina
(803) 200-9966