

TK PICKETT



SOCIAL MEDIA STRATEGIST, ADVERTISING & BRANDING

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WORK EXPERIENCE:

Focused Eye Care: (2024)

- Social Media Strategist. Hired to perform a brand and social presence analysis to help expand reach and modernize the brand. See [Instagram account](#).

Darling Dog Pet Salon: (2022-2025)

- Social Media Strategist, Administration. Created collateral, campaigns, and social posts and performed back-office filing and paperwork. See [site](#).

SOCIAL STRATEGY, ADVERTISING, & BRANDING:

SCAD and Lovejoy Experience (2018 - Present)

- **Entrepreneur:** Created [TK Media Brand](#) to showcase my collegiate and personal capabilities.
 - Led multiple SCAD advertising, social, and branding projects, including logo creation, content development, social strategy, graphic design, photography, videography, cinematography, production, and directing. See [portfolio](#).
 - Awards: Nominated for 10 [Addy Awards](#) and a [Clio Award](#) for excellent advertising, branding, and cinematography.
 - Nominations:
 - THE CLIO AWARDS ([CLIOS](#)) - ["Love At First Sip"](#)
 - Awarded (Gold&Silver):
 - AUGUSTA STUDENT AMERICAN ADVERTISING AWARDS ([ADDYS](#)) 2025
 - ["Love At First Sip"](#) - Branded film for [Aperol Spritz](#)
 - [Best Of Show Video](#)
 - S19A - Single Television Advertising (Gold)
 - S19B - Campaign Television Advertising (Silver)
 - S21 - Consumer Campaign - Integrated Advertising Campaign (Gold)
 - S22B - Campaign - Integrated Brand Campaign (Gold)
 - S28A - Single Cinematography (Gold)
 - S28B - Campaign Cinematography (Gold)
 - ["Into the Stream"](#) - AI-Generated Branded film for [Netflix](#)
 - [Judges Choice](#)
 - S21 - Consumer Campaign - Integrated Advertising Campaign (Gold)
 - S22B - Campaign - Integrated Brand Campaign (Gold)
- **Passion Projects:** Developed two highly acclaimed vlogs, Instagram and YouTube channels, [@scadashians](#), and [@fossilovers](#), focused on college and high-school life. Responsible for all creative, videography, design, production, and promotion.
- **Leadership:** Fourteen-year, two-time All-state championship Lovejoy cheerleader videographer and social media lead who created a local social movement and viral phenomenon with her [#MakeSchoolSpiritCoolAgain](#) and [Lovejoy Vlogs](#).
 - Awards: Voted by ["Most Spirited"](#) and "Most Likely to be a Social Influencer" by Lovejoy High School and featured [Red Ledger Lucas, Texas Local Paper](#)

EDUCATION:

Savannah College of Art & Design (Anticipated graduation: December 2025)

- BFA: Social Media Marketing Strategy
- Minor: Advertising & Branding

LICENSES/CERTIFICATIONS:

- Adobe Photoshop
- Learn Social Media Monitoring (LinkedIn Learning)
- Social Media for Leadership (LinkedIn Learning)
- Social Media Marketing: ROI (2019) (LinkedIn Learning)

SKILLS:

Adobe Suite

Social Media

Advertising & Branding

Microsoft Suite

AI Generation/Curation

Videography & Editing

Graphic Design

Film AD/Exec. Prod.

Music Curation

Canva Design

Art Direction

Procreate