

TK PICKETT



SOCIAL MEDIA STRATEGIST, ADVERTISING & BRANDING

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WORK EXPERIENCE:

Senior IT of Dallas-Ft Worth, LLC: (2026) Marketing Consultant

- Social Strategist, Advertising, Branding, & Graphic Designer. Helped to establish the brand including the messaging, graphic design, web, and social strategy.

Rustic Grace Estate: (2026) Assistant Wedding Coordinator & Venue Attendant

Rocket Sauce Media Labs: (2025) Social Media Strategist Intern

Darling Dog Pet Salon: (2022-2025)

- Social Media Strategist, Administration. Responsible for collateral, campaigns, and social posts.

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.

SOCIAL STRATEGY, ADVERTISING, & BRANDING:

- **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:**
 - **Nominations:**
 - THE CLIO AWARDS (CLIOS) - "Love At First Sip"
 - **Awarded** 13 gold and silver Augusta Student American Advertising Awards (ADDYs) 2025 for my work on "Love At First Sip" - Branded film for Aperol Spritz and "Into the Stream" - AI-Generated Branded film for Netflix. I also won a SCADDY award for "Love At First Sip."
- **Passion Projects:**
 - @ThatBachelorGroup: Founded and developed a social media brand centered around lifestyle and family-driven content
 - Developed two highly acclaimed vlogs, Instagram and YouTube channels, @scadashians and @LovejoyCheerVlogs, 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 in Red Ledger, Lucas, Texas Local Paper

EDUCATION:

Savannah College of Art & Design

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

SKILLS:

Social Media

Advertising & Branding

Ideation & Execution

Microsoft Suite

AI Generation/Curation

Videography & Editing

Graphic Design

Film AD/Exec. Prod.

Music Curation

Canva Design

Art Direction

Procreate

COMMUNITY SERVICE:

Volunteer for onsite events, give back programs, and fundraising

- McNeese Kids Charity
- Samaritan Inn
- Jonathan's Place