

KAI BROYLES

SOCIAL MEDIA STRATEGIST/CONTENT CREATOR

CONTACT

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My website:

<https://www.kai-broyles.com/>

EDUCATION

Shippensburg University

Bachelor of Science in
Communication/Journalism/Media
Concentration: Media Production

SHIPPENSBURG PA,

KEY SKILLS

- Canva,
- Adobe InDesign
- Davinci Resolve
- Adobe Premiere Pro
- Google Workspace
- Hootsuite
- TikTok
- Instagram Reels editing programs
- CapCut Pro
- Microsoft 365

ABOUT ME

Recent Communications graduate with proven experience in growing audiences and creating high engagement content. Built a personal TikTok brand to 11,000+ followers with over 1.4M + likes. Managed social media and promotional content for a junior hockey team, helping them deliver a strong client- facing experience.

Experience

Social Media Manager & Social Media Coordinator Intern,
Hershey Cubs Junior Ice Hockey Team (2025-2026)

- Managed day to day social media content and promotional strategy, creating hype videos, game highlights, promotional videos that increased fan engagement
- Produced short form video content that drove consistent growth in reach and interactions across multiple platforms
- Developed and executed multiple content strategies that expanded the team's digital presence and supported the event promotion
- Collaborated with staff on branding and messaging to attract new supporters and fans

Shippensburg University Civil and Mechanical Engineering page (2024)

- Managed content for a campus engineering organization page
- Posted photos and updates to keep students engaged
- Maintained constant flow that helped support the page and spread awareness to the engineering programs.

SUTV Scriptwriter (2022-2023)

- Wrote Scripts for student television programming, supporting the on-air content and storytelling
- Collaborated with the production team to develop clear and engaging scripts that aligned with the show's formats