

KALYN COGHILL

Academic Researcher & Project Manager focused on Social Media, Digital Communities and Gender Based Harassment

SUMMARY OF QUALIFICATIONS

Kalyn Coghill is a marketing and communications professional with over five years of experiences working at the nexus of academia and industry with a central focus on digital communications and social media management. Her expertise reaches across the academic, education and government sectors and has included experiences in content development; social media management and engagement; marketing and branding.

Ms. Coghill's research interest include gender based harassment in digital spaces; digital policies and intercultural and intra-cultural norms that enable such behaviors. Kalyn received an M.A in Organizational Communications from Bowie State University, where she received the Graduate Scholar Award; and a B.A degree in English from Old Dominion University.

ACADEMIC & RESEARCH EXPERIENCE

PEER ARTICLE REVIEWER | *Freelance* | 10/2017-12/2017

Reviewed Feminism, Race, Transnationalism for submission to Meridien Literary Journal.

GRADUATE TEACHING ASSISTANT | *Bowie State University* | 10/2016 – 05/2017

Provided administrative & project support to BSU's Department of Communications on behalf of department chair. Taught section of Oral Communications 101 to freshman and sophomore students.

CO-TEACHER | *KIPP DC* | 12/2014 – 05/2015

Supported lead teacher with day to day classroom duties including regular classroom management and lesson plan creation. Delivered educational content to students as required. Created digital materials to further guide students learning. Devised progress reports and digital presentations for parents.

RESEARCH ASSISTANT | *Old Dominion University* | 01/2011 – 05/2011

Conducted interviews with Hampton Road residents on code-switching on behalf of Dr. Bridget Anderson. Transcribed ethnographic interviews to assess community perceptions. Composed a conjoined research paper with Dr. Anderson on findings for submission to a linguistic journal.

SELECTED MARKETING/CONTENT DEVELOPMENT EXPERIENCE

DIGITAL MARKETING CONSULTANT | *Various Clients* | 05/2017 – Present

Provides strategic content development social media management and for clients across platforms such as Facebook, Instagram and Twitter. Develops online audience using Facebook Analytics and Hootsuite to track progress/reach of posts. Designs visual content using Canva or Adobe.

MANAGING EDITOR | *Permission to Write* | 04/2017 – Present

Leads content strategy and operations for a quarterly literary magazine. Manages all submissions and oversees Features teams. Chairs quarterly editorial meetings for pitches, themes, and assignments. Transcribes interviews and participates in idea curation and thematic development. Mentors junior staff.

PROJECT MANAGER | *The Borenstein Group* | 05/2017 – 12/2017

Managed projects for clients several sectors including information technology, transportation, and non-profit organizations. Liaised closely with upper management to ensure the scope of project is on schedule and aligned to client expectations. Conducted stakeholder analysis and competitive analyses to inform project scope and development. Developed branded content and animations for web and social.

COMMUNITY OUTREACH COORDINATOR | *Black Girls Code DC* | 02/2016 – 09/2016

Collaborated with HQ Community Marketing Manager on local email newsblasts, blog content, and targeted media messages to engage local community. Assisted with outreach and student recruitment plans. Supported chapter leaders by creating new resources, preparing reports, and managing chapter's database of contacts (schools, community leaders, media, etc.). Participated in team meetings and activities.

MARKETING & COMMUNICATIONS COORDINATOR | *Trinity University* | 03/2016 – 08/2016

Provided marketing and communications support to the Office of Admissions. Established the university's social media platforms, strategic plans, content calendars, and graphics for the websites & promotions. Trained employees on social media & marketing best practices for the university.

MARKETING CO-DIRECTOR | *Old Dominion University* | 2012 – 2014

Assisted with campaigns for Homecoming marketing materials. Directly managed and the Student Activities Council (SAC) to procure materials. Supported social media strategy and promotions for Homecoming events.

EDUCATION

MASTERS OF ARTS

Organizational Communications
Bowie State University
2017

BACHELOR OF ARTS

English
Old Dominion University
2013

PUBLICATIONS & CONFERENCES

NAAAS MONOGRAPH

The Case of Banaz Mahmood: Communication, Community and the Acceptance of Honor Killing
Spring 2017
(Currently being edited by NAAAS)

NWSA

Panel: Race, Art, and Social Media: The Visual and Virtual Politics of Gendered Violence

Paper: A Seat at the Table: A Repetitive Narrative of Abuse
Fall 2017

DIGITAL TOOLBOX

Facebook
Twitter
Instagram
Adobe
Canva
Hootsuite
Sprout Social
Google Analytics

CONTACT

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