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KAYLEIGH CASTO

EXPERIENCE

Marketing Assistant Intern | Net Worth It | Remote

September 2021 - Current

- Engaged with customers on Instagram and Facebook to promote the Net Worth It brand via customer retention.
- Strategized content marketing methods for the Net Worth It social media accounts.

Multimedia Communication Specialist Intern | West Virginia University at Parkersburg | 300 Campus Dr, Parkersburg, WV 26104

June 2021 - August 2021

- Developed a social media content calendar for the Veterans Resource Center and Veterans Corps.
- Promoted Veterans Resource Center's participation in the Jan Dils Attorneys at Law #Walk4Vets 2021 Virtual Freedom Fun Run via digital and print media products.

Multimedia Communication Specialist Intern | West Virginia University at Parkersburg | 300 Campus Dr, Parkersburg, WV 26104

June 2020 - August 2020

- Managed social media for the Veterans Resource Center and Veterans Corps.
- Produced digital and print directories of local veteran service organizations in West Virginia for student veteran use.

Public Affairs Mass Communication Specialist | U.S. Army Reserve | 354th MPAD | 99 Soldier Ln, Coraopolis, PA 15108

November 2019 - Current

- Telling the United States Army's story via communication strategies, visual information products, media and stakeholder engagement and community outreach while performing basic military public affairs.

General Assignment Reporter Intern | Times West Virginian | 300 Quincy St, Fairmont, WV 26554

September 2019 - December 2019

- Scheduled, conducted and managed interviews with news story subjects.

- Published feature news stories highlighting individuals of Marion County.

EDUCATION

B.S. Business Administration - Marketing | Fairmont State University | 1201 Locust Ave, Fairmont, WV 26554

August 2021 - Anticipated May 2023

Diploma of Education | Defense Information School | 6500 Mapes Rd, Fort George G. Meade, MD 20755

January 2021 - June 2021

B.A. Communication Arts - Multimedia Communication | Fairmont State University | 1201 Locust Ave, Fairmont, WV 26554

August 2018 - Anticipated May 2023

HONORS AND AWARDS

Dean's List | Fall 2018, Spring 2019

President's List | Fall 2019, Spring 2020

Leadership in Communication Arts | Spring 2020

Mass Communication Foundation 110-21 Honor Graduate | Spring 2021

LEADERSHIP POSITIONS

Vice President of Fairmont State University Student Veterans of America Chapter | Fall 2019, Spring 2020

REFERENCES

Darren Shearlock | West Virginia University at Parkersburg Veterans Advocate | (304) 424-8337

Dr. Francene Kirk | Fairmont State University Communication and Theatre Arts Professor | (304) 216-8935

Matthew Moore | Former President of Fairmont State University Student Veterans of America Chapter | (681) 443-0807