

KAYLA WIKARYASZ

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EDUCATION

Michigan State University | East Lansing, MI | GPA: 4.0 Dec 2023
Bachelor of Arts, Interdisciplinary Humanities
(Cognates: Professional & Public Writing, Graphic Design, Creative Writing)
Minor in Russian

Daugavpils University | Daugavpils, LV | *Six Credits* Aug 2023
Russian Language Intensive Program

Alpena Community College | Alpena, MI | GPA: 3.6 May 2019
Associate in Applied Science, Business Management
Associate in Applied Science, Marketing

EXPERIENCE

Clerical Aide

CAL Inclusive Pedagogy Program | East Lansing, MI June 2023; Jan 2024-Present

- Confidently interviewed and recorded interviews of 11 Pedagogy Fellows, via Zoom, to inform other educators about the CAL Inclusive Pedagogy Fellows (IPF) Program.
- Efficiently edited 11 videos and transcripts through CapCut, Adobe Premier, and Kaltura MediaSpace, ensuring final drafts were accessible.
- Accurately and diligently scheduled interviews with 11 Pedagogy Fellows, over a 1-month period, keeping thorough records of communication to streamline the interview process.
- Designed thumbnail images for 11 videos to fit within a consistent narrative of the CAL IPF Program, while also relating design choices back to Michigan State University's branding guidelines.
- Created and presented a Figma wireframe for an educational website.

Professional Aide

Excel Network | East Lansing, MI May 2022-Present

- Efficiently produce bi-weekly emails for 1600 recipients to highlight job/internship postings which help students find employment on and off campus.
- Monitor social media trends and curate relative content that engages positively with our audience and encourages positive online relationships.
- Creatively advertise career development events to 930 followers on Instagram to inform them about the recourses that are available to them on campus.
- Created content that reached 814 accounts on Instagram (of which 350 were non-follower accounts) in a 30-day period resulting in an increased social presence.
- Regularly respond to direct messages and comments from followers and campus social media accounts to build positive online relationships.
- Organized the analytics of 30 emails to synthesize conclusions about the effectiveness of our communication output and how we might be able to improve overall email engagement.

PROJECT WORK

Student Employee

Department of Linguistics, Languages, and Cultures | East Lansing, MI July 2023-Dec 2023

- Collected and documented notes which dictated cultural differences, information about transportation, dining costs, et cetera to assemble useful FAQs for future students attending the Learn Russian in the European Union program, hosted in Daugavpils, Latvia.
- Captured, cataloged, and documented over 100 photos taken throughout Latvia (during the Learn Russian in the European Union program) and over 200 photos taken in Kazakhstan (during a comparable Russian intensive language program) for future use in professor lesson plans.
- Reviewed 10 outdated lessons to ensure that information was relevant and helpful for students.
- Edited and updated an education abroad student guide to highlight specific details, discovered through research abroad, to better prepare students for traveling to Latvia.

Student Intern

Michigan State University Career Closet | East Lansing, MI June 2023

- Created a brand guide, a flyer, and 5 relevant social media posts to help market the service to students who could benefit from it.
- Organized marketing materials in a systematic matter to ensure supervisors could easily find them.
- Created 2 email templates with applicable logos and appropriate branding elements that could be easily edited for student or donor email recipients.
- Brainstormed ways to bridge Michigan State University's branding guidelines with the Career Closet branding guidelines, to make marketing initiatives stand out in a larger academic institution.

Member

Michigan State University Citizen Scholars | East Lansing, MI Aug 2021-Dec 2023

- Wrote a grant template for an Atlanta Community Schools' school therapist, ensuring all portions of the grant were fully executed, who wishes to secure funding for musical drums which their students can use in therapy.
- Met with 2 community partners and 2 mentors over a 3-month period to accurately establish the parameters of the project.

SKILLS

Design

- Canva (Expert), Adobe Creative Suite (Intermediate)

Website Management

- Word Press (Intermediate), Campaign Monitor (Intermediate), and Meta Business Suite (Intermediate)

Video Editing

- CapCut (Intermediate), Adobe Premier Pro (Intermediate), Kaltura MediaSpace (Intermediate)

Languages

- English (Expert), Russian (Intermediate)