

KALEA VIZMANOS, MAOL

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Ambitious creative with 4 years experience specializing in photography, graphic design, and digital marketing in the sports industry. Looking for a challenging role in a growth-conducive and culture driven environment.

WORK EXPERIENCE

University of Saint Katherine

San Marcos, CA

Creative Development Coordinator

Sep 2021- Present

- Produced the first brand guide for the Athletic Department that established the visual identity and the creative direction among the 11 social media accounts affiliated with athletics which also provided guidelines for athletic administration and coaching staff regarding print, web design, and digital media/content creation
- Implemented a strategically planned social media rebrand that substantially increased our Instagram platform performance by 1,656% reaching 11.6K accounts and increased engagement by 650% and 795 accounts after the first week of application
- Organized, photographed, and edited Media Day Photoshoots with over 100 athletes and photographed sporting events for the 10 teams

Graduate Assistant Volleyball Coach

July 2021- May 2023

- Led and trained 22 collegiate athletes as one of three coaches and fostered interpersonal relationships with members of the staff and team
- Collaborated in practice and game strategy as well as film analysis
- Facilitated academic counseling, nutrition advising, and is involved with player management
- Directed, operated, and managed travel logistics for our season schedule

World Lacrosse

Remote

Graphic Designer for the 2023 World Lacrosse Men's Championship

January 2023 - Present

- Designed various graphics for social media platforms, print advertisement posters for participating countries, and credential badges for participating members, staff, and support of the tournament
- Collaborated with the Event Manager to create high level renderings for tournament venues
- Created a brand guide for the tournament / sponsor logo with Rady Children's Hospital for the Corporate Sponsorships Director

San Diego Seals

San Diego, CA

Seasonal Team Photographer

Dec 2022 - May 2023

- Reported to Marketing Director to produce images of fans, esteemed guests, Sirens Dance Team, Salty the Mascot, and action shots of players for social media and web usage
- Performed post-production image processing to crop and enhance images

ADDITIONAL EXPERIENCE

Freelance Photographer | San Diego Loyal | San Diego, CA | March 2023

Graphic Designer & Photographer | CNNV Inc. | Murrieta, CA | March 2020 - July 2021

Athletic Department Marketing Internship | Cal Poly Pomona | Pomona, CA | Jan 2019 - March 2020

Women's Volleyball Team | Cal Poly Pomona | Pomona, CA | August 2016 - November 2018

EDUCATION

University of Saint Katherine

San Marcos, CA

Master of Arts in Organizational Leadership

Jan 2022 - May 2023

Scholarships: Masters Grand-In-Aid

California Polytechnic University, Pomona

Pomona, CA

Bachelor of Science in Foods & Nutrition, Concentration in Nutrition Science

Sep 2016 - May 2020

Scholarships: Athletic Scholarship, Marketing Internship Scholarship

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, Lightroom, Premiere Pro), Social Media Platforms (Instagram, Tiktok, Facebook, Twitter, Snapchat), Microsoft Office, Google Workspace