

KAYLEE HOLLAND

www.videobykaylee.com | www.linkedin.com/in/kaylee-holland | (210) 385-6215 | videobykaylee@gmail.com

Austin, TX

Education

The University of Texas at Austin

August 2017-May 2021

BS, Radio, Television, Film - Moody College of Communication
Interior Design Minor - UT School of Architecture
GPA 3.9

Columbia College Chicago

July 2016

Coursework in Mixed Media Art and Film Production

Video Production/ Exhibition Experience

Renée Rouleau Inc., Austin, Texas

January 2021- Present

Videographer and Content Creator

- Coordinated social media video and motion graphics with the marketing team on a daily basis
- Managed several projects at once independently seeing each through every stage of production
- Filmed and edited product videos for the purpose of advertising on social media
- Developed a company history video overseeing all stages of production from archival gathering to finishing and exporting
 - ▶ 25 Years of Renée Rouleau Skincare
- Created and pitched storyboards, shot lists, mood boards, and other materials for production

The Division of Student Affairs, Austin, Texas

May 2020- August 2020, September 2020- May 2021

Multimedia Intern, Multimedia Student Associate

- Animated, produced, and edited motion graphics promotional and educational videos
 - ▶ Sorority & Fraternity Life at UT Austin Office Introduction
 - ▶ Learn how to join the UT Austin SFL Community + SFL lingo
- Produced a motion graphics video on topics surrounding hazing which was shown to the incoming class of 2024
 - ▶ Hazing Prevention
- Pitched creative ideas on a weekly basis
- Multitasked between 3-4 projects at once
- Generated several scripts and storyboards
- Designed engaging graphics and GIFs for social media use

Diane Darling, Boston, Massachusetts

July 2020- February 2021

Motion Graphics Animator and Project Manager

- Managed the release of a motion graphics-based online course for New Zenler
- Created schedules for intern animation workflow and social media release dates
- Designed course webpages and accompanying graphics
 - <https://dianedarling.newzenler.com/courses/networking-for-career-success-mock-course>
- Edited motion graphics videos in PowToon [Networking for Career Success Chapter 4 Powtoon Video.mp4](#)

B*Tru Arts Non Profit, Austin, Texas

November 2018-May 2019

Head Film Intern, Teacher

- Managed two student film interns and delegated tasks amongst the film department
- Mentored after school film class at Metz Elementary School in Austin, TX
- Educated children on the filmmaking process, students completed two short films at the end of the course
- Managed the company's storage site and catalogued past footage and information

Austin Film Festival, Austin, Texas

October 2017-2018

Volunteer Projectionist

- Examined pre-screened short films entered into the film festival for flaws
- Projected short films and feature films at the Galaxy Highland 10 Theater

Mix 96.1, Media Bar Productions- The Russell Rush Haunted Tour, San Antonio, Texas

October 2015-2017

Intern

- Administered and filed talent and location release forms during production
- Assisted in filming with a Director of Photography and camera crew

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Austin, TX

Additional Experience

Moody College of Communication Dean's Office, Austin, Texas

August 2019-March 2020

Student Associate

- Interacted with and answered questions from Moody College of Communication students, faculty, and staff over the phone
- Gathered information for a variety of UT related events, faculty, and staff
- Catalogued and ordered office and event necessities
- Compiled and consolidated mail for all Moody College of Communication departments

Spark Magazine, Austin, Texas

August 2018- December 2020

Stylist

- Fashioned clothing design unique to specific topics for publication
- Collaborated with several local boutiques in Austin, TX for styling and promotional purposes
- Designed and utilized a 3D printer for jewelry in Reels to Runway, <https://bit.ly/2PBMJ28>
- Worked with local boutiques to pull vintage clothing in Age of Discontent, <https://bit.ly/32FNCiN>

Glaze Magazine, Austin, Texas

August 2020

Art History Department

- Researched architectural design periods to write pieces for the magazine's online blog
- Collaborated with department heads to write Madame de Pompadour: More Than a Mistress: <https://bit.ly/316nsVO>

The University of Texas at Austin Habitat for Humanity, Austin, Texas

August 2019-March 2020

Student Member

- Constructed low-income housing in Texas
- Collaborated with other members in fundraising and other volunteer events

Honors and Awards

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| • The Christopher R. Palmer Memorial Excellence Fund for Editing | 2020 |
| • UT Austin French and Italian Department, Diploma d'onore | 2018-2019 |
| • The University of Texas at Austin Moody College of Communications Dean's List, | 2019, 2020 |
| • Gamma Beta Phi Society, Honors, Austin, Texas | 2018 |
| • 800 lb Film Festival, San Antonio, Texas | 2014-2017 |
| • South Texas Underground Film Festival, Corpus Christi, Texas | 2017 |

Skills

Software: Microsoft Office, Avid Media Composer, Adobe Creative Suite, Final Cut Pro 7/ X, Maya

Film/Video: Video Editing, Motion Graphics Design, VFX, Camera Operation, Production Design, CGI, Pre-Production

Social Media: LinkedIn, Facebook, Instagram, Twitter, Snapchat, Vimeo, YouTube, TikTok