



CAMBRIE LAYMANANCE

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EDUCATION










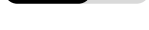
University of California, Santa Barbara (UCSB)

June 2024

Bachelor of Arts (B.A.), Sociology

- GPA: 3.91
- Minor: Professional Writing, Multi-Media Track
- Dean's Honors

SKILLS

- Web Design 
- Photoshop 
- Illustrator 
- Canva 
- Social Media 
- Python 
- Java 
- Excel 
- Word 
- Powerpoint 

ACCOMPLISHMENTS

- Published and performed poetry for the Spring 2023 edition of The Catalyst

EXPERIENCE

CONTENT CREATOR INTERN

Island View Outfitters

January 2024 - Present

- Edit footage and photos with Canva, Photoshop, and Capcut for visually appealing videos
- Adhere closely to brand style guide to keep consistency across social media platforms
- Team up with manager and interns each week to discuss ideas and collectively choose the best pitches
- Gauge TikTok trends and customer interests to create relevant marketing content, improving engagement

TRANSFER STUDENT PEER MENTOR

Mentor Collective

August 2022 - Present

- Advise 8 transfer students in personal, academic, and professional endeavors, resulting in better acclimation
- Strengthen student and school affiliations as communicative representative between both parties
- Research campus resources and requirements for transfer students
- Trained and certified in mentorship of new students

RELEVANT COURSEWORK

Multimedia Writing

- Designed website and style guide using Photoshop, Illustrator, InDesign, Canva, and Wix
- Analyzed fonts, colors, and voice for optimal audience engagement
- Conducted surveys and research about local activities to curate resident itinerary, increasing attendance
- Adapted information and graphics for online publication

Statistics

- Calculated statistical problems with Python and by calculator
- Programmed software in teams to build data and graphs