

# Derek Holt

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## SUMMARY

Rising senior pursuing a Bachelor of Arts in Communications at University of South Florida, with hands on preparation in **social media**, **digital storytelling**, and **content creation**. University media projects and student newsroom work have built practical skill in writing, editing, filming, **video production**, visual storytelling, publishing calendars, and audience analysis. Created platform appropriate copy, graphics, and short form videos for campus audiences, then reviewed Instagram Insights and YouTube Studio data for useful content recommendations. Coordinated deadlines with student editors, designers, faculty, and project stakeholders while balancing several assignments. Strong organization and clear communication support dependable live content workflows, thoughtful audience focused storytelling, and polished presentations. A summer internship would provide a meaningful setting for continued growth through team projects, mentorship, networking, community service, and cross functional learning.

## EDUCATION

### Bachelor's Degree in Communications

2027

University of South Florida    GPA: 3.5

Tampa, FL

*Coursework: Digital storytelling, social media strategy, video production, audience analytics*

## TECHNICAL SKILLS

- **Social Media Platforms:** Instagram, YouTube, Instagram Stories
- **Analytics Platforms:** Instagram Insights, YouTube Studio, native platform analytics
- **Video Production:** Filming, video editing, short form video
- **Content Development:** Social copy, scripts, graphics
- **Publishing Operations:** Publishing calendars, scheduling, content planning
- **Audience Research:** Audience segments, engagement cues, response patterns
- **Visual Communication:** Visual storytelling, captions, on screen text
- **Editorial Workflows:** Source notes, approvals, asset organization
- **Presentation Tools:** Campaign presentations, research posters, findings briefs
- **Communications Methods:** Digital storytelling, cross functional coordination, stakeholder review

## SKILLS

- |                        |                        |                 |                      |
|------------------------|------------------------|-----------------|----------------------|
| • Social media         | • Editing              | • Filming       | • Instagram Insights |
| • Digital storytelling | • Visual storytelling  | • Video editing | • YouTube Studio     |
| • Short form video     | • Content planning     | • YouTube       | • Audience analytics |
| • Writing              | • Publishing calendars | • Instagram     |                      |

## EXPERIENCE

### Social Media Campaign Project Contributor

January 2026 - May 2026

University Project

Tampa, FL

Supported a campus arts showcase campaign from audience planning through content production, review, publishing preparation, and performance analysis. Worked with classmates and faculty while managing visual assets, platform requirements, and presentation deadlines.

- Built Instagram and YouTube campaign themes, then organized weekly **publishing** calendars for campus audiences.
- Wrote platform specific captions and scripts, preserving consistent editorial voice across 28 planned posts.
- Produced **graphics** and vertical videos using brand guidance, then prepared organized assets for review.
- Filmed six performer **videos** and edited titles, descriptions, thumbnails, and YouTube **scheduling** details.
- Reviewed **Instagram Insights** and **YouTube Studio** data, recommending content changes from audience behavior.
- Presented campaign findings to faculty and classmates, documenting workflow lessons and practical next steps.

### Digital Audience Research Assistant

September 2025 - December 2025

University Research Lab

Tampa, FL

Contributed to supervised **communications** research focused on short form informational video and university audience response. Organized coded observations, maintained research records, and translated documented patterns into clear presentation recommendations for faculty and peers.

- Coded 120 campus posts with a faculty rubric covering format, message type, and visual cues.
- Organized shared research spreadsheets, resolving inconsistent labels before analysis and preserving clear documentation.
- Drafted findings on posting cadence, video length, and audience response for presentation materials.
- Prepared caption and video opening edits based on documented audience behavior and research findings.
- Presented research observations with student teammates, answering methodology questions from faculty and peers.
- Connected **audience patterns** with practical content recommendations, strengthening communication between research and production teams.

**Multimedia Content Contributor**

Student Media

January 2025 - August 2025  
Tampa, FL

Created multimedia content for a student publication covering campus events, organizations, and university programs. Coordinated assignments with student editors, maintained publishing records, and shaped longer stories into accessible platform appropriate content.

- Created social copy and multimedia assets for campus events, organizations, and university programs.
- Planned weekly assignments with editors, tracking deadlines and publishing status in shared calendars.
- Captured event footage and interviews, then edited concise clips with captions and accessible text.
- Adapted student news stories into short form posts while preserving facts and platform appropriate tone.
- Checked native analytics and summarized recurring audience interests for student editorial planning.
- Maintained media folders, source notes, approvals, and final assets for efficient editorial review.

PROJECTS

**Campus Arts Showcase Storytelling Campaign** 📅 2026

Created a coordinated Instagram and YouTube campaign for a campus arts showcase. Built audience segments, planned weekly themes, produced short form content, reviewed performance patterns, and presented recommendations that connected creative choices with audience needs.

**Short Form Video Audience Study** 📅 2025

Supported supervised research on university audience responses to informational video. Coded public posts, organized findings, prepared sample edits, and presented practical observations about format, cadence, video length, and engagement cues.

LEADERSHIP & AWARDS

- Dean's List recognition, 2025 and 2026, reflecting sustained academic performance.
- Student Research Showcase Finalist, 2026, recognized for clear audience research presentation.
- Communications Department Academic Scholarship, 2026, supporting continued study in communications.

CERTIFICATIONS

- Google Digital Marketing and E-commerce Certificate 📅 2026
- Social Media Analytics, University Continuing Education 📅 2026

PROFESSIONAL AFFILIATIONS

- Student Media Association, Content Committee Member, contributing to campus focused multimedia publishing.
- Campus Communications Peer Mentor, supporting fellow students with practical communication projects.
- University Community Service Media Team, creating media support for community activities.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST