

Kayla Johansen

848-203-8354 · kaylajohansen1020@gmail.com · New Brunswick, NJ
LinkedIn: <https://www.linkedin.com/in/kayla-johansen-a52bb417b/> · Portfolio: <https://kaylajohansenportfolio.my.canva.site/>

Next generation integrated marketer passionate about public relations, social media marketing, and digital strategy. Experienced in content creation, brand promotion, and campaign development, with a track record of boosting engagement, managing cross-platform initiatives, and collaborating with teams to deliver meaningful results

EXPERIENCE

Throughline Media - New Brunswick, NJ Jan 2026 - Present
Social Media Manager & Strategist

- Founded and manage a social media studio providing end-to-end strategy, content planning, and short-form content execution across Instagram, TikTok, and YouTube Shorts
- Develop data-driven, trend-aware social strategies by analyzing platform insights and algorithm shifts to optimize reach, engagement, and brand consistency

#BeComm/Commchella IMC Strategy - Rutgers University Communications Department Jan 2026 - May 2026
Publicity Committee

- Collaborated with campaign team to plan and activate integrated #BeCOMM campaign celebrating the communication major at Rutgers University
- Co-produced COMMchella Music Festival featuring experiential marketing, live music, merchandise, sponsor activation, content and audience engagement
- Scripted, produced and distributing engaging campaign content across TikTok and Instagram

Scarlet Public Relations x NIEER - New Brunswick, NJ Sept 2025 - May 2026
Account Manager

- Managed account support for National Institute for Early Education Research via Scarlet PR (Rutgers' student-led PR firm), producing analytics reports that translated social performance into actionable insights
- Supported content strategy and media relations by planning and publishing LinkedIn/Facebook content, drafting press materials, and handling client communication and deliverables

On Location Tours - New York, NY June 2025 - Aug 2025
Social Media Engagement Intern

- Managed and produced weekly YouTube Shorts, increasing channel views by 46% and watch time by 8% through trend-driven content
- Partnered with the marketing team to create innovative, engaging social media content, adapting to weekly algorithm changes, and boosting visibility for the company

PRSSA - New Brunswick, NJ Jan 2025 - May 2026
Public Relations Committee

- Rutgers Public Relations Student Society of America (Todd Hunt Chapter)
- Collaborate with peers to plan and promote events, create social media content, and leveraging social media and digital marketing strategies to engage the Rutgers community

EDUCATION

Bachelors, Rutgers University - New Brunswick, NJ
Major in Communications with a Specialization in Strategic Public Communications and Public Relations
Minor in Digital Communication, Information, and Media (DCIM)

CERTIFICATIONS

Google Digital Marketing & E-commerce Certification

SKILLS

Canva	Meta Business Suite	Instagram
Microsoft Suite	Google Business Tools	Chat GPT
TikTok	Capcut/Final Cut Pro	Gemini/Claude AI