

Kelsey Cook

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About

Versatile verified digital creator with 1 million+ followers across platforms and a strong foundation in digital storytelling, short-form video production, trend analysis, and content performance insights. I've built and grown a personal brand across TikTok, YouTube, and Instagram by staying ahead of platform shifts and audience behavior. Skilled in cross-functional collaboration with creative, marketing, and social teams, I bring a strategic eye to content planning, creator partnerships, and on-set production. I'm ready to help brands stay ahead of the curve by translating trends into storytelling that captivates and campaigns that perform.

Socials and Key Accomplishments

Social Links

- **TikTok** [@kelseylynncook](https://www.tiktok.com/@kelseylynncook) – 850K+ followers | Verified
- **Instagram** [@kelseylynncook](https://www.instagram.com/kelseylynncook) – 150K+ followers
- **YouTube** [Kelsey Lynn Cook](https://www.youtube.com/KelseyLynnCook) – 40K+ subscribers | Verified
- **Website** www.kelseylynncook.com

Key Accomplishments

- Built a personal brand with over 1M+ cumulative followers across platforms, creating viral content
- Collaborated with major platforms and brands including Disney, Netflix, Meta, and TikTok
- Verified creator on TikTok and YouTube
- Led full production of short-form video content from concept to post, including scripting, filming, and editing

Skills & Technology

Content Creation & Production

- Short-form video (TikTok, Reels, Shorts), on-camera + BTS
- Long-form video (YouTube)
- Trend research, tracking analytics, and creative development
- UGC-style storytelling and campaign support

Digital Tools & Platforms

- TikTok, Instagram, YouTube Studio
- Canva, Google Workspace, Microsoft Word
- InShot, CapCut (basic editing), iPhone filming gear

Marketing & Strategy

- Social media scheduling and audience engagement
- Caption writing, visual asset creation, and basic strategy
- Cross-functional collaboration with creative, marketing & production teams
- Marketing Key Performance Indicators (KPIs) and performance monitoring

Education

Loyola Marymount University, Marina Del Rey, CA

Bachelor of Arts in Communication Studies, May 2025

EF Gap Year Abroad, Europe - The Entrepreneur Program

Switzerland (Zurich), Italy (Milan), Sweden (Stockholm), UK (London) | 2023

Explored business, culture, and media while traveling across Europe; completed an internship in Stockholm focused on branding and social strategy.

Experience

Social Media & Content Intern

Train with JuJu – Remote / Orange County, CA | 02/2025 – 04/2025

- Filmed, edited, and posted short- and long-form content for TikTok and YouTube Shorts, often with same-day turnaround.
- Captured behind-the-scenes footage and assisted during live dance classes.
- Managed content scheduling in alignment with the brand's social media calendar
- Supported content planning, trend research, and caption development.
- Helped prepare class setups and contributed to overall production and marketing efforts.

Digital Marketing Intern

Apartment 86 – Stockholm, Sweden | 09/2023 – 12/2023

- Managed HubSpot CRM to organize client data and communications
- Designed flyers for After Work events to boost attendance and brand awareness
- Oversaw Fredrik Wagner's social media accounts to strengthen digital presence

Casting Intern

Aufiero/Horn Casting – Remote | 06/2023 – 08/2023

- Reviewed and evaluated actors' audition tapes for casting fit and accuracy
- Edited slate and video tags to ensure proper formatting
- Shortlisted talent based on role criteria and casting specifications

Freelance Content Creator

Kelsey Lynn Cook Brand – Remote | 01/2020 - Present

- Created and managed original lifestyle, fitness, and dance content across TikTok, YouTube, and Instagram
- Produced and edited content for a personal brand with 1M+ followers across TikTok, Instagram, and YouTube
- Built and maintained a verified presence on TikTok and YouTube

Customer Service Associate

Panera Bread – San Diego, CA | 08/2019 – 11/2019

- Managed front counter operations, taking and fulfilling customer orders
- Maintained and restocked bakery displays to meet presentation standards
- Provided efficient, friendly service during high-volume periods
- Assisted with cleaning and coordinating front-of-house operations

Awards & Distinctions

Academic

- Graduated Cum Laude
- Dean's List honoree

Dance

- Two-time Overall National Champion Soloist with seven national titles (4 Jazz, 2 Lyrical, 1 Contemporary)
- Performed with Unity Dance Ensemble under Tessandra Chavez
- Over 12 years of technical training in jazz, lyrical, contemporary, and hip-hop with top industry choreographers

Community Involvement

Volunteer, Feeding America - San Diego, CA

- Packed lunches for individuals in need, supporting community food distribution efforts.

Volunteer, Build a Miracle - San Diego, CA

- Assisted in constructing homes for families in Mexico, contributing to impactful community development projects.

Volunteer, Mar Vista Family Center – Los Angeles, CA

- Assisted and tutored children with reading and homework support.
- Engaged youth through games and enrichment activities.