

Kana Alicia Saarni

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EDUCATION

University of British Columbia (September 2016 – April 2021)

Bachelor of Arts in Political Sciences with Distinction

- Courses in Journalism, Social Media, Political Science, and Filmmaking.
- Thunderbird Leadership Award and Arts Student Leadership Award.

University of Washington (September 2023 – May 2025)

Masters of Communications in Digital Media

- Courses in Visual Design, Marketing Research, Content Strategy, Writing & UX Design.

WORK EXPERIENCE

UW Graduate & Professional Student Senate (September 2023 - Current)

Position: Creative & Communications Director

- Creating graphic and social content for the @gpssuw Instagram and Facebook and increasing followers by 15% in a 4-month period.
- Maintaining the UW GPSS WordPress website with material pertaining to events.
- Taking photos and video content of senate events and initiatives.
- Spearheading student engagement with other 16,000 graduate students across UW campus.

Government of British Columbia (September 2021 – September 2023)

Position: Visual Communications Officer

- Coordinating official Province of British Columbia Livestreams with up to 10,000 lives viewers.
- Editing/Filming video content for Official Government of British Columbia Instagram, Facebook, and Twitter.
- Taking photos and video content for major government events and announcements.
- Working on graphic content and copywriting for Government of BC social media & website.
- Supporting government social media and content communications strategy.

Pivot & Pilot Digital Marketing Agency (May 2021 – September 2021)

Position: Video Editor & YouTube Marketing

- Filming/Editing content for the Pivot & Pilot YouTube Channels.
- Building video processes for long-term use.
- Marketing/SEO Management for YouTube and Video promotion.
- Social Media adaption of video content for Instagram.

UBC Student Communication Services (May 2019 – April 2021)

Position: UBC Life Writer & Content Creator

- Filming video content for the @ubc_studentlife Instagram.
- Pitching, writing, and editing blog posts for students.ubc.ca/ubclife.
- Ideating relevant media content based on student experience, medium of posting, and time of year.
- Building out a video content organization and pitching system for daily use.
- Editing and Cinematography for content embedded in blog posts and posted on the UBC YouTube channel.

Position: Communications Assistant

- Filming social media takeovers and segments for the @ubc_studentlife Instagram. Maintaining an average of 2,000+ views on Instagram stories, with an average 75-80% retention rate from the first story slide to the last.
- Video editing and cinematography for editorial content (amassed over 100k+ views on the UBC YouTube).
- Planning and implementation of social media campaigns for different campus groups: i.e., CSI&C, SVPRO, Global Lounge, etc.

- Editing and auditing the UBC Student Services website (over 500+ pages reviewed).
- Consulting on web-editing and newsletter format from a student perspective.
- Pitching and writing blog posts and contributing to first-year experience communications.

UBC School of Public Policy and Global Affairs

(May 2018 – May 2019)

Position: Marketing and Events Assistant.

- Filming and photographing SPPGA events and taking creative initiative on program promotion.
- Scheduling and organizing social media posts daily across 5 different social media channels.
- Scheduling daily social media postings through Hootsuite and Sprout. Selecting optimal posting times to boost content traction.
- Designing graphic content for sppga.ubc.ca and @ubcsppga on Instagram and Facebook.
- Maintaining and updating 6 different websites associated with the school.

VOLUNTEER EXPERIENCE

UBC Arts Undergraduate Society

(September 2017 – May 2021)

Position: Vice President Engagement.

- Coordinating social media channels and websites for @ubcaus and aus.ubc.ca.
- Hiring creatives and managing the marketing, media, merchandise, web, and analytics directors.
- Spearheading media relations for the AUS pertaining to formal public relations announcements.
- Producing merchandise and apparel for Arts students + internal AUS staff.
- Re-design and planning of the new aus.ubc.ca.

Position: Vice President Academic.

- Hiring/Coordinating Directors and Committee Members of the Academic Portfolio.
- Organizing and Guiding Events and Initiatives under the Academic Portfolio.
- Advocating for Student-Geared Policy in University Affairs and liaising with the Faculty of Arts on academic policy changes.
- Leading a team of 25+ individuals and creating team goals.
- Attending and facilitating bi-weekly council meetings.

Position: Health and Wellness Marketing Coordinator.

- Creating digital content for the AUS and organizing social media postings for @ubcaus and @ubcaushewe.
- Taking photos and editing content for events or opportunities across campus.
- Engaging students to come out to events thrown by AUS. Sold out events with over 200 attendees.

UBC Recreation Intramurals

(April 2018 – May 2021)

Position: Media Director.

- Photographing and filming major UBC REC events (Storm the Wall and Day of the Longboat).
- Ideating projects to document and help celebrate the UBC REC student staff experience.
- Leading a crew of 3 media crew members and managing projects and team goals.
- Editing post-event footage and RAW photos for upload to the REC website and social media.
- Hiring a full team of videographers and photographers.