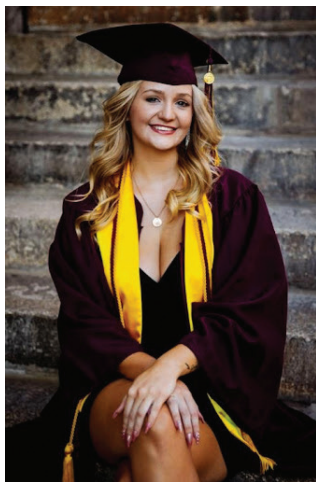


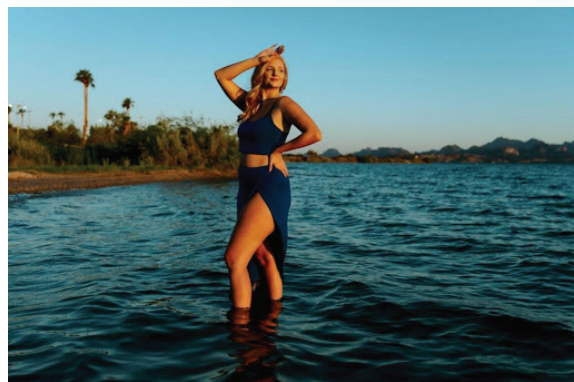
Graduate Profile: Kaylee Rawlings



and researched relevant industry trends on social media platforms. Furthermore, she created copywrite for event descriptions on the Go Lake Havasu event calendar and website, and filmed, edited, and posted video content consistent with the current media campaign.

When answering the question what Kaylee loves about the Lake Havasu campus, she said, "I loved the small-town atmosphere and the abundant opportunities our campus has to offer. It helped build me professionally rather than solely focused on education. You know everyone on campus and it has been easy to build connections with peers, professors, staff, and professionals within the community."

After graduation, Kaylee is going to move to Scottsdale/Phoenix area as she got a job as a Digital Content Creator for a marketing agency. We are sending her warmest congratulations and wishing her good luck!



Graduation is the most exciting milestone students can achieve throughout their academic lives. Every semester, ASU at Lake Havasu offers a great opportunity for graduates to share their experiences before they leave, so meet Kaylee Rawlings!

Kaylee is getting her bachelor's degree in Tourism and Recreation Management. While being in pursuit of knowledge, she also worked on her internships and filling up her resume. Kaylee worked with the Tourism Bureau in town called Go Lake Havasu as a manager of their Tik Tok account. Some things she has done include research and development of concept and content strategies for optimized engagement, which resulted in an effective new social media campaign directed at young adults aged 18-35. Kaylee also showcased local eateries, nightlife, events, and attractions in Lake Havasu City, wrote creative copy for social media distribution, created social media calendars,