

DANIELLE KEOWN

CONTACT



864-634-0218



dkeownmedia@gmail.com



Columbia, SC

EDUCATION

COLLEGE

University of South Carolina
2023-2026

SKILLS

Proficient in Adobe Creative Cloud
and Video Editing Software
Skilled in DSLR and Mirrorless
Camera Use
Attention to Detail
Communication Skills
Critical Thinking
Problem-Solving
Content Development

SUMMARY

As a communications student focused on sports media, content creation, and brand storytelling, I enjoy combining creativity with strategy to develop engaging digital experiences. Through experience covering live sporting events, producing social media campaigns, and creating content for entertainment and athlete-focused brands, I have developed a strong interest in how brands build meaningful connections with consumers. I am particularly interested in the intersection of sports, culture, technology, and emerging media, and I am excited by opportunities to create work that is both strategically effective and culturally relevant.

HANDS ON EXPERIENCE

My coursework at the University of South Carolina has provided hands-on experience in photography, videography, graphic design, and digital content creation. Through project-based learning, I have developed skills in content planning, production, editing, and visual storytelling while working with professional creative tools and industry practices. These experiences have strengthened my ability to create engaging content, adapt to different audiences, and communicate ideas through compelling visual media.

- Photo for Visual Communication
- Graphics for Visual Communication
- Video for Visual Communication
- Informational Graphics

SOCIAL MEDIA INTERN

ShotWithGrace

February 2026-Present

- Produced engaging photo, video and graphic content for a sports and entertainment-focused photography brand.
- Covered live events including Winthrop University basketball, South Carolina state championship basketball and Greensboro Swarm NBA G League games.
- Captured behind-the-scenes content and assisted with media coverage in credentialed sports environments.
- Edited and published promotional content, athlete features and event recaps across Instagram platforms.
- Created a concert recap video from Gunna event coverage that reached more than 10,000 viewers and generated significant audience engagement.
- Collaborated on social media strategy, content planning and brand development initiatives.