

Kallista Edwards

Fine Artist, Photographer

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Education

University of Cincinnati – School Design, Architecture, Art, and Planning Aug 2022 - Present
Bachelor of Fine Arts, Photography | Minor: Art History | GPA: 3.9

Work Experience

Social Media Manager Aug 2025 - Present

Wave Pool Art Center | Cincinnati, OH

- Develop and execute social media content strategy on Instagram, Facebook, LinkedIn, TikTok, and Pinterest to promote exhibitions, classes, and community events.
- Creates original, engaging high-quality multimedia content from conception to completion, such as graphic design, photography, and videography.
- Manages and grows online community by fostering interaction and maintaining brand image.
- Tracks post-performance and audience engagement metrics using Meta Business Suite, Metricool, and Google Analytics to inform content strategy.

Marketing + Brand Photographer, Bearcat Student Creative Agency Jan 2025 - Present

University of Cincinnati | Cincinnati, OH

- Supported lead photographer with lighting, composition, and workflow for 7+ major university events and 4 UC News article photoshoots.
- Worked independently on photography projects for 2 UC News articles and 4 student club events.
- Enhanced university marketing by editing and cataloging high-quality photos and videos using Adobe Bridge and Premiere Pro for the UC Canto database.
- Collaborated with marketing team to develop elevated social media graphics; several photos selected for UC News publications and external marketing campaigns.

Core Skills

Photography: Commercial, Studio, On-Location, Event | Software: Adobe Creative Suite (Photoshop, Lightroom, Bridge, Premiere Pro, After Effects), DaVinci Resolve | Professional Skills: Collaborative Problem-Solving, Client & Stakeholder Coordination, Attention to Detail, Interpersonal Communication

Exhibitions

- ***Kitchen Sink*** | Contemporary Arts Center (CAC) | Cincinnati, OH | December 2022
- ***I'd Rather Be Painting*** | Tabula Rasa Gallery | Cincinnati, OH | October 2023
- ***Intro to Photography Class Exhibit*** | Tabula Rasa Gallery | Cincinnati, OH | October 2023