



KENDRA HETTIG

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EDUCATION

CALIFORNIA STATE UNIVERSITY,

LONG BEACH

Bachelor of Arts | Communication Studies

Minor: Public Relations

Honors: Magna Cum Laude

Graduated: December 2019

COLLEGE OF THE CANYONS

Associate of Arts | Communication Studies

Honors: Magna Cum Laude

Graduated: December 2017

SKILLS

Social Media

Data Entry

Written Communication

Branding

Search Engine Optimization (SEO)

Non-Profits

Event Planning

Adobe Creative Cloud: Illustrator, InDesign

Microsoft Office: Word, PowerPoint, Excel,

Publisher, Outlook

Hootsuite

Cision

HTML

CSS

PROFESSIONAL EXPERIENCE

MARKETING INTERN

MemorialCare Health System | February 2019 - Present

- Assisted with copy editing and collateral rebranding
- Handled media inquiries, media pitches and press clips
- Produced healthcare articles in collaboration with medical professionals
- Garnered local and regional media placements
- Devised and strategized a Sleep Disorder Awareness campaign, with tactics comprised of internal communications, media relations, direct-to-consumer materials and social media content
- Developed social media content for MemorialCare Long Beach Medical Center and Miller Children's and Women's Hospital

COMMUNICATIONS INTERN

Long Beach Branch NAACP | September 2018 - May 2019

- Drafted press releases for events and news updates
- Managed social media accounts (Facebook, Twitter, Instagram)
- Utilized social media platform analytics to curate relevant content
- Copyedited and produced internal/external communication materials for programs and fundraisers
- Created program books, flyers and promotional content for events
- Generated local press/media coverage of branch events through media pitches
- Increased NAACP membership by spreading awareness among non-members
- Helped plan fundraising events and membership seminars
- Developed keynote speaker presentations and talking points

VOLUNTEER EXPERIENCE

SERVICE LEARNING PROJECT

Can You Hear Me? | September 2019 - December 2019

- Created fact sheets, biographies, backgrounders, press releases, op-Ed pieces, blog posts and media alerts
- Produced digital content for social media feeds (Facebook, Twitter, Instagram)
- Utilized Cision for media list creation

STUDENT VOLUNTEER

DDPR | November 2018

- Checked in special event attendees for screening premiere