

KENDRA HETTIG

MARKETING & PUBLIC RELATIONS

CONTACT

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EDUCATION

California State University, Long Beach

B.A. Communication Studies | 2018 - 2019

Public Relations Minor

Magna Cum Laude Honors

College of the Canyons

A.A. Communication Studies | 2015 - 2017

Magna Cum Laude Honors

SKILLS

Social Media

Data Entry

Blogging

Search Engine Optimization (SEO)

Event Planning

Adobe Creative Cloud: Illustrator, InDesign

Microsoft Office: Word, Excel, PowerPoint

Hootsuite

Cision

MailChimp

Basecamp

HTML

CSS

Figma

Github

PROFESSIONAL EXPERIENCE

Marketing & Public Relations Intern

MemorialCare Health System | February 2020 - July 2020

- Handled media requests, press clips and media pitching
- Secured local and regional media placements
- Produced bylined healthcare articles in collaboration with various medical departments
- Conducted research for partnership outreach and media contacts
- Adhered to brand guidelines on marketing communications
- Developed social media content and campaigns for Instagram, Twitter and Facebook with combined follower count of 25,800+
- Wrote and edited external/internal communications, including calendar listings, e-newsletters, blog articles and intranet updates for 5,600+ employees
- Strategized and implemented a measurable marketing campaign, comprised of internal communications, direct-to-consumer materials, media relations and social media content

Communications Intern

NAACP | September 2018 - May 2019

- Produced external/internal communications, including executive memos, e-newsletters, event programs and press releases
- Generated local press and media coverage of branch events through media pitches
- Developed keynote speaker presentations and talking points
- Managed multiple social media accounts (Instagram, Twitter, Facebook) and increased Instagram following by 300%
- Assisted with coordinating and staffing fundraising events and membership seminars

VOLUNTEER EXPERIENCE

Communications Volunteer

Delgado Realty | May 2020 - Present

- Created real estate flyers for regional markets
- Utilized MailChimp for email campaigns and newsletters
- Facilitated direct mailers and print marketing materials

Service Learning Project

Can You Hear Me? | September 2019 - December 2019

- Created fact sheets, biographies, backgrounders, press releases, blog posts, media alerts and op-ed pieces
- Utilized Cision for media list creation