

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

Blogging

Search Engine Optimization (SEO)

Event Planning

Adobe Creative Cloud: Illustrator, InDesign

Microsoft Office

Hootsuite

Cision

MailChimp

HTML

CSS

PROFESSIONAL EXPERIENCE

MARKETING INTERN

MemorialCare Health System | February 2020 - July 2020

- Assisted with copy writing, editing and branding
- Handled media requests, media pitches and press clips
- Garnered local and regional media placements
- Produced bylined healthcare articles in collaboration with medical professionals and executive team members
- Wrote e-newsletters and blog articles
- Conducted market research for community outreach opportunities
- Devised and strategized a multi-media marketing 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 and grew Instagram following by 190%
- Produced internal/external communication materials for programs and fundraisers
- Created program booklets 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

COMMUNICATIONS VOLUNTEER

Delgado Realty, Keller Williams | May 2020 - Present

- Created real estate flyers for regional markets
- Utilized MailChimp for email campaigns

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
- Utilized Cision for media list creation