

Kendra Hettig

Marketing & Public Relations

Contact

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Education

California State University, Long Beach

2018-2019 | B.A. Communication Studies

Minor: Public Relations

Honors: Magna Cum Laude

College of the Canyons

2015-2017 | A.A. Communication Studies

Honors: Magna Cum Laude

Skills

Social Media
Data Entry
Blogging
Search Engine Optimization (SEO)
Event Planning
Adobe Illustrator, InDesign
Microsoft Office Word, Excel, PowerPoint
Hootsuite
Cision
MailChimp
Canva
Basecamp
HTML
CSS

Professional Experience

MemorialCare Health System | Marketing Intern

February 2020 - July 2020 | Long Beach, CA

- Handled media requests, press clips and media pitching
- Garnered 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
- Wrote and edited external/internal communications, including calendar listings, e-newsletters, blog articles and intranet updates for more than 5,600 employees
- Strategized and implemented a measurable marketing campaign, comprised of internal communications, direct-to-consumer materials, media relations and social media content

NAACP | Communications Intern

September 2018 - May 2019 | Long Beach, CA

- 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

Delgado Realty | Communications Volunteer

May 2020 - Present | Valencia, CA

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

Can You Hear Me? | Service Learning Project

September 2019 - December 2019 | Long Beach, CA

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