

Kendra Hettig

MARKETING / PUBLIC RELATIONS

CONTACT

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EDUCATION

California State University, Long Beach

B.A. Communication Studies | 2018 - 2019

Minor: Public Relations

Honors: Magna Cum Laude

College of the Canyons

A.A. Communication Studies | 2015 - 2017

Honors: Magna Cum Laude

SKILLS

Social Media

Data Entry

Blogging

Search Engine Optimization (SEO)

Event Planning

Adobe Illustrator, InDesign

Microsoft Word, Excel, PowerPoint

Hootsuite

Cision

MailChimp

Canva

Basecamp

HTML

PROFESSIONAL EXPERIENCE

Marketing Intern

MemorialCare Health System | February 2020 - July 2020

- 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

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