

Kendra Hettig

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Experience

Kyte

Brand Marketing Analyst | 02/2022 - 05/2022

- Managed Instagram, Twitter and LinkedIn accounts, including community management, organic strategy and content creation
- Coordinated press announcements alongside external public relations agency and executive team, resulting in thousands of earned media impressions
- Supported with employer branding and product and city launch communications, including email campaigns, earned media opportunities and print/digital collateral
- Managed influencer, brand and affiliate partnerships, including campaign proposals, customer acquisition costs and content development
- Oversaw and coordinated creative operations and ensured timely deliverables

Growth Marketing Intern | 07/2021 - 02/2022

- Worked with product and marketing teams on copywriting for web/mobile and A/B tests
- Collaborated with operations teams on field marketing and local business outreach

Communication Operations Intern | 02/2021 - 07/2021

- Provided logistical support for large scale daily operations across seven markets, including scheduling, customer experience and driver partner communications
- Assisted with driver partner acquisition and onboarding processes

MemorialCare Health System

Marketing & Public Relations Intern | 02/2020 - 07/2020

- Produced bylined healthcare articles in collaboration with medical departments and secured local and regional media placements
- Developed social media content and campaigns for Instagram, Twitter, Facebook with combined follower count of 25,800+
- Drafted external/internal communications, including calendar listings, blog articles, e-newsletters and intranet updates for 5,600+ employees

NAACP

Communications Intern | 09/2018 - 05/2019

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

Education

California State University, Long Beach

B.A. Communication Studies | 12/2019

Public Relations Minor

Magna Cum Laude Honors

Skills

- | | | |
|-----------------|-------------------|-----------------|
| • Sprout Social | • Unbounce | • Impact Radius |
| • Hootsuite | • Google Business | • HTML |
| • Cision | • Yelp Business | • CSS |
| • MailChimp | • Aspire IQ | • Braze |