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kendall hymes

## Experience

### Account Supervisor

Hill Communications & Hatfield Schwartz Law Group  
Syracuse, NY & Cedar Knolls, NJ • Winter 2023-present

- Serve as liaison between the client and public relations team
- Establish Communication objectives and plan communication strategies for client
- Conduct a competitor analysis and social media audit
- Design graphics and create a social media content calendar for the Hatfield & Schwartz LinkedIn account

### Undergraduate Research Assistant

The SOURCE at Syracuse University & USDA  
Syracuse, NY • Winter 2023-present

- Explore consumer's perceptions on sustainably made products
- Evaluate existing academic journals relating to sustainable business practices
- Work with artificial intelligence software to discover ways that it can be used to conduct high quality research.

### Account Executive

Newhouse PR Department & Hill Communications  
Syracuse, NY • Summer 2022-Winter 2022

- Conduct competitor analysis on competing undergraduate public relations programs.
- Establish and maintain a social media content calendar for the Newhouse PR Instagram account
- Prepare and maintain a semester budget

### Graphic Design Chair

Syracuse University Danceworks  
Syracuse, NY • Spring 2022-present

- Create social media graphics to advertise all Danceworks events during the year.
- Create all visual elements related to the Spring Showcase.
- Write monthly Danceworks newsletter
- Assist in coordinating photo and video shoots throughout the year
- Create and maintain the DanceWorks Linktree.

### Research Intern

George Mason University Office of University Branding  
Fairfax, VA • Summer 2022

- Conduct market research and competitive analysis on other public universities in Virginia.
- Assist planning for Office of Branding website rebuild.

## Education

S.I. Newhouse School of Public Communications  
Syracuse, NY (2021-present)  
Public Relations B.S.

## Skills

### Social Media

Instagram; Twitter,  
Facebook, TikTok, LinkedIn

### Adobe Creative Suites

Photoshop, Lightroom

InDesign, Illustrator

Premiere Pro, XD

### Team Collaboration

### Competitor Analysis

### Web Development

HTML, CSS, JavaScript

### Language

Associative Press Style

Conversational Spanish

## Contact

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linkedin