

Kendall Masterson

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Work Experience

NextGen America

August 2019-Present

Community Organizer

- Recruited and trained a local volunteer team that organized their networks around progressive issues and in electoral campaigns
- Developed NextGen student clubs on campus and worked with student leaders to run the club
- Planned and hosted events within the community on campus
- Used digital tools to build on field organizing
- Developed relationships and partnerships with local community and student groups
- Hit defined field goals, including traditional grassroots voter contact, earned media, event planning and turnout
- Recruited and managed a team of fellows
- Successfully increased targeted turnout resulting in a historic statewide victory

Dayna Steele for Congress Campaign TX-36th

August 2018-November 2018

Community Organizer

- Knocked on 5,500 doors
- Recruited volunteers and launched canvasses
- Designed and implemented effective fellowship program
- Coordinated and managed volunteer capacity
- Organized fundraising events and meet and greets

NBC12/WWBT

January 2018-August 2018

Studio Technician

- Camera operation, floor directing, chyron operator, audio, teleprompter
- Trained new members to efficiently and properly complete required tasks
- Wrote content and uploaded news articles and weather online for the website
- Assisted on commercial production video shoots with lighting, camera, and efficiency of the shoot
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Education

University of Richmond

May 2020-November 2020

- Full-Stack Web Development Bootcamp

Virginia Commonwealth University

August 2014-December 2017

- Richard T. Robertson School of Media & Culture
- Bachelor of Science in Mass Communications with a focus in Broadcast Journalism

Skills

- HTML, CSS, JavaScript, Node.js, MERN
- Adobe Suite
- Google Drive
- Certified Barre Instructor