



Kendall Donaldson

25 Chorro • San Luis Obispo, CA • 93405

CELL (949) 633-7941 • EMAIL kmdonald@calpoly.edu

Education **California Polytechnic State University, San Luis Obispo**

Bachelor of Science, **Graphic Communication** *to be conferred Winter 2017*

Concentration: **Graphic Communication Management**

Overall GPA: 3.893

Major GPA: 3.97

President's List: 2013-2014, 2015-2016

Dean's List: Winter 2016, Spring 2015, Winter 2015

Relevant Experience **Marketing and Sales Management** *Winter 2016*

- » Applied customer relationship management techniques for personal selling, forecasting and planning
- » Identified and developed target markets, pricing, promotion, and distribution management

Organizations, People, and Technology *Winter 2016*

- » Evaluated macro dimensions of businesses including environment, mission, goals, strategies, structure, people, technology, and internal management systems and processes

Public Relations *Fall 2015*

- » Examined and applied public relations practices in commercial and non-profit sectors

Digital Typography *Fall 2015*

- » Applied InDesign skills to conceptualize technical and design principles
- » Created a personal identity, resume, and technical paper

Business Law *Spring 2015*

- » Examined principles of U.S. legal system in accordance with business operations

Financial Accounting *Spring 2015*

- » Interpreted and created financial statements as a reflection of business decisions

Production Intern, University Graphic Systems *Winter 2014*

- » Familiarized with scheduling, job dockets, and status reports
- » Operated digital presses and bindery equipment

Print Management and Production *Winter 2014*

- » Introduced to management theories and trends
- » Analyzed and researched businesses in final case study project

Quality Management *Fall 2014*

- » Incorporated Lean, 6 Sigma, and ISO practices into the workplace

Editor-in-Chief, Tesoro High School Publications *2009-2013*

- » Managed staff of 75 students to create 400 page publication
- » Recipient of CSPA Gold Medal, NSPA First Class, and NSPA Pacemaker Finalist

Relevant Skills

- | | | |
|---------------------|------------------------|--------------------|
| » Adobe InDesign | » Microsoft Word | » HTML 5 |
| » Adobe Illustrator | » Microsoft Excel | » CSS 3 |
| » Adobe Photoshop | » Microsoft PowerPoint | » Mac OS & Windows |
| » Adobe Lightroom | » Microsoft Publisher | » Video Production |

Additional Work Experience **Costco Wholesale — San Luis Obispo, CA** *July 2013-Present*

Front End Cashier/Major Sales Associate

- » Worked on register, checking and assisting members
- » Aided members and fellow employees with needs, questions, or complaints

Leadership & Interests **Cru Central Coast** *September 2013-Present*

Community Group Leader

Cal Poly Honors Program *September 2013-Present*

Honors & Awards **California Grocer's Association Education Foundation Scholarship** *2015*

Sunshine Brooks Foundation Scholarship *2015*

Graphic Communication Shelly Gore Scholarship *2014*

School's First Federal Credit Union Scholarship *2013*