

# KENDRA CURRY

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## Summary

An individual with a creative mindset poised to work with collaborative teams in various capacities. Experienced in Social Media growth, blogging, video production, and social media best practices. Interested in taking on a role working for a Media based company.

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## Skills

- Client interaction
- Brand promotion
- Marketing tools
- Adobe Creative Suite
- Account management
- Team building
- Problem resolution
- Organization
- Planning and coordination
- Communications
- Beginners HTML and Web design

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## Experience

**Social Media Intern** | The Great Outdoors Foundation – Des Moines, IA | 08/2021 – current

- Creating social media content and monthly social media calendars for various platforms.
- Brainstorming ideas to make resources more accessible to audiences and implementing those ideas
- Scheduling content in advance on Hootsuite.

**Public Relations and Talent Intern** | The Lilac Agency - Phoenix, AZ | 06/2021 – 08/23/2021

- Developed and implemented strategic media plans and created social media posts with an eye for viral content strategies.
- Participated in brainstorming sessions to discuss ideas and develop themes for the Agency's social media.
- Wrote press releases or other media communications to promote clients.

**Social Media Assistant** | Drake University - Des Moines, IA | 10/2019 - Current

- Work showing what the University offers from a current student's perspective. Help to draw in perspective students. Navigate the Instagram and Tik Tok account algorithms to gain a larger audience.

**Public Relations Chairman** | Drake University, Kappa Kappa Gamma - Des Moines, IA | 01/2021 – 01/2022

- Managed social media accounts by composing content, engaging with followers in comments, monitoring activities and researching trends. Creating the yearly chapter alumni newsletter.

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## Education and Training

Drake University | Des Moines, IA | Expected in 05/2023

**Bachelor of Arts:** News Journalism and Magazine Media, Minor in Graphic Design

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## Community Involvement

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- Volunteered every summer from 2014-2019 doing a mission trip helping others in the U.S. and abroad.
- From 2018-2019 mentored new middle school students on adjusting to study habits and heavier class work.
- From 2019-2020 Volunteered to teach at a Summer Bible School for kindergarten class.