

# PATIENCE KANDA

CURATOR WRITER DESIGNER



808.2325037



patiencekanda@gmail.com



8060 East Girard Ave.  
Dener, CO 80231

## ABOUT

Driven and efficient marketing professional seeks a position as Marketing Associate. Multi-faceted and dynamic with a B.A in Mass Communications and expertise in social media, public relations, event coordination, and writing. Looking for an opportunity to expand professionally.

## EDUCATION

2008-2012 GPA 3.87  
*Summa Cum Laude*  
**Colorado Mesa University**  
**B.A. in Mass Communication**  
with concentrations in:  
+ New Media  
+ Public Relations/Advertising  
+ Broadcast Journalism

## AREAS OF EXPERTISE

+Leadership  
+Event Planning  
+Prioritizing  
+Mediating  
+Designing  
+Writing

### Social Media

+Facebook  
+Twitter  
+Instagram  
+LinkedIn  
+Google+

## WORK EXPERIENCE

- + Social Media & PR Coordinator** (Aug. 2014 - Present)
  - Curate personalized and branded content across social media platforms.
  - Design content, web interfaces, and print/digital marketing pieces.
  - Track and increase SEO, record and interpret data and analytics.
  - Create videos and motion graphics
- + Social Media & PR Coordinator** (Feb. 2012 - Aug. 2014)
  - Curated personalized and branded content for social media platforms. Including travelling blog posts, newsletters, and social media posts.
  - Utilized and implemented the Vocus and PR Web integrated marketing system as a tool for various company marketing.
  - Designed logos, web interfaces, mobile app, marketing pieces.
  - Monitored and responded for multiple social media accounts.
  - Tracked and increased SEO, recorded and interpreted data and analytics.
  - Increased web traffic 179.06% after 3 months.
- + Student Life Assistant/Activities Council** (Oct. 2008 - May 2013)
  - Supervised over 60 student leaders.
  - Monitored club/organization's social media activity and accounts.
  - Advisor to Programming Activities Council.
  - Assisted the director during meetings, events, and research. -Optimized social media and marketing campaigns around University Center/Student Life, Worked with students to understand the prestige and regulations of the institution's social media.
  - Planed and executed high-quality entertainment and events.
  - Created and updated social media, designed marketing.
  - Wrote and managed a \$80,000 biannual budget.

## MAD SKILLS

Illustrator

Premier Pro

Photoshop

Word & Excel

InDesign

Netflix Binges

2008

+ President's List  
+ 2008 Leadership Recognition

2009

+ Dean's List

2010-2011

+ Alpha Chi Honor Society  
+Dean's List

2012

+ Alpha Chi Honor Society  
+ Dean's List  
+ Student Life Honorary