

PATIENCE KANDA

808.232.5037
patiencekanda@gmail.com
8060 East Girard Avenue
Denver, 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
- +Curating
- Social Media
- +Facebook
- +Twitter
- +Instagram
- +Tumblr
- +Google+
- +Blogging
- +WordPress

TECHNOLOGY

- +Photoshop
- +InDesign
- +Illustrator
- +Word
- +Excel
- +Premier Pro
- +Adobe Pro
- +AfterEffects

WORK EXPERIENCE

+ *Marketing Associate* (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/interpreted data and analytics.
- Increased web traffic after 3 months.

+ *Director of Student Life Assistant/Activities Council*

(Oct. 2008 - May 2013)

- Supervised over 60 student leaders.
- Monitored club/organization's social media activity and accounts,
- Advised the Programming Activities Council,
- Assisted the director during meetings, events, and research.
- Optimized social media and marketing campaigns around University Center/Student Life.
- Planned and executed high-quality entertainment and events,
- Created and updated social media, designed marketing,
- Wrote and managed a \$80,000 biannual budget.

ACHIEVEMENTS & AWARDS

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

REFERENCES

Daniel Flenniken 970.248.1184
Department Head at CMU
Mitch Karstens 970.248.1272
Director of Student Life CMU
Deborah Hoefer 970.261.5146
NuVision Networks Corp.