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Kendall Hymes

## Experience

### Executive Board Member- SU Danceworks *Syracuse, NY (spring 2023-present)*

- Producer and incoming Director for Syracuse University's largest student-run dance organization.
- Oversees a board of 15 members in carrying out their delegated tasks.
- Communicate with student engagement officials to ensure success in all fiscal and logistical aspects of the organization.
- Develop the overall vision and direction of the organization's annual Spring showcase.

### Account Supervisor- Hill Communications *Syracuse, NY (spring 2023-present)*

- Liaise with clients and public relations teams and oversee groups of 5-6 in ensuring that objectives are effectively communicated and met.
- Develop a university campaign and conduct media outreach for Frintz photos.
- Used Wix to redesign the Burnham Park Association website to improve the overall user experience.
- Spearheaded the Hatfield Schwartz monthly newsletter series to inform prospective clients of updates in the law space, as well as creating a LinkedIn content calendar.

### A&R and Promotions Intern- NWS Music Group *London, UK (summer 2023)*

- Scout unsigned records gaining traction on the web using social media and music analytic platforms including TikTok, Spotify and Chartmetric.
- Discuss the publication and promotion of singles and recording acts at artistry and repertoire meetings.
- Research newly signed artists and suggest how to build their brand.

### Graphic Design Chair- SU Danceworks *Syracuse, NY (spring 2022-spring 2023)*

- Used Adobe Creative Suite and Canva to design all social media graphics to advertise Danceworks events throughout the year.
- Wrote a monthly newsletter describing upcoming events and expectations for the cast.
- Collaborated with the public relations team to produce multimedia content leading to the Spring showcase.

## Education

S.I. Newhouse School of Public  
Communications

Public Relations B.S.

Minors: Information Management &  
Technology, Sociology  
2021-2025

## Skills

### Creative Software

InDesign, Photoshop, Illustrator  
Lightroom, Premiere Pro, XD, Canva, Capcut

### Social Media

Tiktok, Instagram, Twitter, LinkedIn, Facebook

### Data Analytics

Chartmetric, SoundCharts, SPSS, Social Studio

### Web Development

HTML, CSS, JavaScript, React.js, SASS,  
GraphQL, Wordpress, Wix

### Writing

AP Style, Google Suites, Microsoft Office

### Certifications

PESO Model, HubSpot SEO, Brandwatch

## Contact

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