

# KENDYL TREVENA

kendyl.trevena@gmail.com • (339) 933-3977 • Greensboro, NC • Portfolio: kendyltrevena.com • LinkedIn: linkedin.com/in/kendyltrevena

EXPERIENCE

High Point University

## SOCIAL MEDIA MANAGER

June 2022-Present

HIGH POINT, NC

- Promoted from Social Media Specialist role; overseeing day-to-day management of all social media accounts as well as constant and consistent delivery of brand messaging
- Oversees big vision for all of the university's main social media accounts; **continues to treat each post as a marketing opportunity to reach new customers**
- **Owns strategy, editorial calendar and project management**; brings brand to life across social media accounts; writes brand-aligned creative copy for captions, curates all content, chooses optimal post publishing time and ensures messaging is on brand and consistent with current marketing goals; **average of 93 posts per week**
- Works directly with a team of **10 social media influencers**
- **Responds to all direct messages and customer questions** within a one-hour window; **average of 50-100 a day**
- Utilizes **data analytics** to make informed content direction decisions
- **Works collaboratively with senior leadership** on marketing direction and **cross-functional teams** on seasonal, timely content
- Directs **community engagement**
- **Creation of viral videos with over 4 million views**; placement on **NBC's TODAY Show**

High Point University

## SOCIAL MEDIA SPECIALIST

May 2019-June 2022

HIGH POINT, NC

- Oversaw the day-to-day management of all of the university's main social media accounts (Facebook, Instagram, Twitter, Instagram and TikTok) - **Growth of over 150% since start date**
- Developed social media strategy and implemented innovative visually-rich and channel-specific content for a total of 10 social media platforms; **ensured constant and consistent delivery of brand messaging**
- **Collaborated with cross-functional teams to ensure content is on brand and on message** with current marketing objectives and seasonal rotations in sales/recruitment cycles, helped bring in new customers
- Displayed a **critical eye for creative content, visual or editorial**, and ability to **jump on timely trends when appropriate**
- **Built and maintained relationships** across university communications to **develop and champion best social media practices**
- **Evaluated actionable insights** based on cultural timeliness, media and business practices

High Point University

## ADMISSIONS MARKETING SERVICES COORDINATOR

July 2018 - May 2019

HIGH POINT, NC

- Hired as a graphic designer and worked in collaboration with the Director of Marketing Services in the planning, development and production of all admissions marketing materials
- **Designed print and digital marketing pieces** to guide incoming freshmen students along every step of their enrollment journey, including save the dates, invitations, posters, VIP tickets, meal and recipe cards, step and repeat banners, water bottle labels and signage as well as its placement in event venues for multiple major events
- Managed all admissions social media accounts, including Facebook, private Facebook groups, Instagram and Twitter; **grew following and engagement by 130%**
- Wrote weekly email campaigns and text messages for admissions events
- Updated WordPress website with up-to-date admissions contact and event information
- **Published blog posts** to admissions blog
- Worked with major video crews to set up shoots; assisted with obtaining talent on campus to appear in videos

Susan G. Komen Northwest NC

## MARKETING AND GRAPHICS SPECIALIST

May 2014 - July 2018

WINSTON-SALEM, NC

- Led creative strategy and conceptualized, designed, and produced digital and print branding suites, brochures, layouts for volunteer handbooks, t-shirts, logos, and highway billboards for annual large events and smaller educational events/programs; over **over 50K in impressions for each piece**
- **Maintained brand book**, ensuring local implementation across all print, digital, social media and web efforts; led implementation of major brand redesign
- Managed WordPress website and all social media accounts; **increased social following by 114%**
- **Communicated and worked effectively** with internal staff, including supervisor, Executive Director, and Board of Directors on all major projects

High Point University

## B.A. STRATEGIC COMMUNICATION

May 2014

HIGH POINT, NC

North Carolina State University Prague Institute

## SEMESTER ABROAD, DIGITAL PHOTOGRAPHY

Spring 2013

PRAGUE, CZECH REPUBLIC

EDUCATION

### Skills

CREATIVE STRATEGY • CREATIVE DIRECTION • LEADERSHIP • INFLUENCER MANAGEMENT •  
ADOBE ILLUSTRATOR • ADOBE INDESIGN • ADOBE PHOTOSHOP • ADOBE PREMIERE • AFTER EFFECTS •  
ZOOM • MICROSOFT OFFICE • MICROSOFT OUTLOOK • MICROSOFT TEAMS • SHAREPOINT • WORDPRESS •  
FACEBOOK • INSTAGRAM • TWITTER • TIKTOK • LINKEDIN • YOUTUBE • AIRTABLE • HOOTSUITE •  
ANALYTICS REPORTING • GIPHY • REPUTATION MANAGEMENT • DATA-DRIVEN RESULTS • AP STYLE