



# KAYDENCE WENDT

## ABOUT ME

An emerging young professional with a passion for creating highly effective marketing plans through the utilization of technology and data to optimize creative.

## WORK EXPERIENCE

### **Illinois State University** Media Management Intern

OCT 2023 - PRESENT

- Develop and execute engaging content strategies across social media platforms using Asana, increasing event attendance and social media engagement by over 200%.
- Utilize Meta Business Suite to measure and improve engagement metrics.
- Design promotional photo and video content aligned with brand guidelines.

### **Town of Normal** Communications Intern

MAY 2024 - AUG 2024

- Created and curated photography content for 20 town events enhancing media presence.
- Employed Hootsuite and Notion to plan and execute 4 social media campaigns and contribution to newsletters, press releases, and radio advertisements.
- Leveraged the Placer.ai tool to build event attendance trend projection models.

## PROJECTS

### **Social Media Tracking Solution Project** Innovation Consulting Community

SPRING 2025

- Led a team of diverse students as Project Manager to develop a social media trend-tracking solution for a leading international retailer.

### **Marketing Campaign Project** Integrated Marketing Communications

FALL 2024

- Developed a targeted marketing campaign for a local business, including a detailed marketing plan and drafted creative.

### **Marketing Research Honors Contract** Marketing Research

FALL 2023

- Designed a Qualtrics Survey and analyzed data using IBM SPSS to better understand and improve student involvement on campus.

## UNIVERSITY LEADERSHIP

### **President and Graphic Design Head, Photography Club** MAY 2022-PRESENT

### **Writer and Photographer, Sequin Fashion Magazine** MAY 2023-PRESENT

### **Marketing Assistant, Illinois State Fashion Show** AUG 2024-PRESENT