



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

CONTACT

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EDUCATION

2021-2025

Illinois State University

- Integrated Marketing Communication Major, Business Analytics Minor
- Honors, 3.6 GPA

SKILLS

- Photography
- Content Management
- Analytics & Optimization
- Generative AI
- Writing
- Media Management
- Graphic Design