

Kendall Finley

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Summary

Dedicated communications professional with an academic background in Advertising and Public Relations, complemented by 2+ years of experience in communications, editorial roles and copywriting. Proven success in enhancing brand visibility through strategic content creation and innovative initiative. Seeking a challenging position to leverage my skills in a dynamic and growth-focused environment.

Education

University of Central Florida

Orlando, FL

Bachelor of Arts, Advertising and Public Relations, 3.99 GPA

Expected May 2024

- Relevant Coursework: Writing for PR, Advertising Copywriting, Crisis Communication, Advertising Strategy
- Awards: Recognized on the President's Honor Roll for 6 consecutive semesters.

Experience

Toho Water Authority

Kissimmee, FL

Communications Intern

January 2024 – Present

- Author and edit news releases, media alerts and other public relations materials.
- Manage social media channels and maintaining a monthly content calendar on Hootsuite.
- Uploaded and maintained accuracy of news releases on company website for timely updates.

Her Campus Magazine

Orlando, FL

Associate Editor

September 2023 – Present

- Edited articles weekly for grammar, AP Style and the Her Campus Styleguide.
- Provided detailed feedback to writers after editing each article with constructive criticism.

Contributing Writer

February 2023-Present

- Wrote engaging articles monthly on topics such as academics, relationships and lifestyle.
- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.

J & Washington

Orlando, FL

Copywriter

August 2023 - December 2023

- Launched The Informer Newsletter, managing content production and compiling performance analytics.
- Authored engaging articles for the J & Washington blog by conducting research on current events.
- Tracked and analyzed website analytics to assess user engagements and inform strategic improvements.

Activities

UCF Marching Knights

Orlando, FL

Starlet Knight

August 2021 – December 2022

- Represented UCF at home games, pep rallies and bowl games, performing with the Marching Knights.

Campus Activities Board

Orlando, FL

Concert and Special Events Committees Member

January 2022 – May 2022

- Collaborated on planning and executing events for UCFest, including Concert Knight and Battle of the Bands.

Skills & Certifications

Hard Skills: AP Style, Copywriting, SEO, Editing, Social Media Management, Content Creation, Website Editing, Marketing.

Software: Adobe Creative Suite, Canva, Hootsuite, Microsoft Office, Monday.com, Asana, WordPress, Wix.

Certifications: Hootsuite Platform Certification (2023), Excel Essential Training (2023) and Outlook Essential Training (2024).