

Kelly Hendershot

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SUMMARY OF QUALIFICATIONS

- » Excels in both group and individual projects.
- » Committed and motivated to surpass expectations.
- » Possesses extensive knowledge online best practices.
- » Well-versed in writing, graphic design, web design and marketing.

PROFESSIONAL EXPERIENCE

Marketing Coordinator

Oct. 2006 - present

TownNews.com

Moline, IL

- » Monitored competitor marketing efforts and industry trends.
- » Wrote and distributed press releases to customers and trade publications.
- » Coordinated multi-channel marketing efforts, collaborating with internal creative departments.
- » Implemented viral marketing efforts, including the coordinator of the company's site redesign, overseeing the design of trade show displays and sales collateral, and endorsing SEO on all external sites.

Web Designer

Nov. 2002 - Oct. 2006

TownNews.com

Moline, IL

- » Worked with newspapers across the country on new sites, redesign and product additions for their online publications.
- » Assisted co-worker through internal support processes.
- » Enhanced communication skills and company knowledge by working in customer support for a month (11/02).

Market Development Assistant

Feb. 2002 - Nov. 2002

Winona Daily News

Winona, MN

- » Assisted sales staff by running proofs and taking photographs.
- » Researched market data for proposals and presentation, by use of programs such as BMD, Surview and Claritas.
- » Coordinated the co-op department by use of ReCas and MultiAd.
- » Maintained contact with corporate headquarters through conference calls, trainings, e-mails and phone calls.

Sports Reporter

Aug. 2001 - Feb. 2002

La Crosse Tribune

La Crosse, WI

- » Built communication skills by taking phone calls regarding prep sports and conducting interviews.
- » Edited sums and round-ups regarding prep sports.
- » Honed writing skills by covering prep sports and writing sports-related features.

COMPUTER SKILLS

Experience

HTML Code, Dreamweaver, Adobe Captivate, Adobe GoLive, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe LiveMotion, Flash, Netscape Composer, Microsoft Office Programs, Quark Xpress.

Familiarity

XHTML code, Java, PHP, Visual Basic.

AWARDS

Academic

Delta Epsilon Sigma (2000), Dean's List (1998-2001), High School Challenge (1998), Thomas More Scholarship (1998), San Miguel Scholarship (1998).

Competitive

Second Place In Undergraduate Art Show (2001).

Service

Building a Foundation for Our Community Award (1998).

EDUCATION

Saint Mary's University

- » Bachelor of Arts, cum laude
- » Cumulative GPA: 3.723/4.000

Completed May 2001

Winona, MN

- » Major: Electronic Publishing,
- » Minor: Lasallian Honors Program, Art

Western Wisconsin Technical College

- » Web Design Certification

Completed May 2002

La Crosse, WI

- » Cumulative GPA: 4.000/4.000