

KENDALL SHAFER

CONTACT

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EDUCATION

2021–2025

JAMES MADISON UNIVERSITY

- Graduated cum laude with a Bachelor of Science in Media Arts and Design major with a concentration in Creative Advertising and a British Communication & Media minor
- Semester in London Program (2024)

2017–2021

BISHOP IRETON HIGH SCHOOL

SKILLS

- Adobe Creative Suite (Photoshop, Lightroom, InDesign, Illustrator)
- Photography & Visual Content Creation
- Copywriting & Blog Content Development
- Media Outreach
- Influencer Outreach & Coordination
- Event Marketing & Promotion
- Social Media & Digital Content Support
- ActiveCampaign & Cision
- CMS Platforms (WordPress, Wix)

SUMMARY

Communications professional with hands-on experience in PR, digital marketing, and content creation across retail and brand environments, focused on building engagement through storytelling, media outreach, and campaign support.

WORK EXPERIENCE

Pippin Toy Co.

October 2025 - Present

Retail Associate

- Delivered personalized customer experiences by building relationships and providing tailored product recommendations based on children's interests, needs, and age groups.
- Executed public relations and marketing initiatives across sister stores, including drafting press releases, coordinating media outreach, managing influencer partnerships, and creating blog content to support events and brand visibility.
- Collaborated with team members to execute in-store events, strengthen customer engagement, and maintain a cohesive brand experience aligned with company values and target audiences.

CM Communications

June - August 2024

Public Relations Intern

- Supported the account management teams in assisting with client services, media relations, and administrative tasks.
- Monitored and quantified press placements for updated client reports.
- Built and updated comprehensive media lists and maintained internal databases for efficient communication.
- Conducted research on industry trends, contributing ideas for content creation to enhance client visibility.

COMMUNITY INVOLVEMENT

Alpha Phi Omega Co-Ed Service Fraternity (2022–2025)

- **Public Relations Chair (2025):** Developed strategic marketing campaigns to enhance recruitment efforts. Managed Instagram and TikTok, generating 235K post views, 34K video views, and growing followers by 14% on Instagram and 178% on TikTok. Secured a Poppi brand collaboration through a personalized pitch and produced creative content highlighting the partnership during the organization's Bid Day.
- **Historian (2023):** Documented organizational events, service projects, and activities through photography and videography to promote the fraternity and attract new members.

First Year Orientation Guide (August 2023)

- Served as a resource for 40 incoming first-year JMU students.
- Assisted students with academic, personal, and social transitions into university life through programming, connecting to campus resources, and with each other.