

# 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 Lightroom, Photoshop, InDesign, and Illustrator
- Photography
- iMovie and GarageBand Editing
- WordPress and Wix
- Canva
- Copywriting
- Microsoft and Google Suite
- Cision and Active Campaign

## SUMMARY

Highly motivated recent college graduate with experience in PR, digital marketing, and social media. Skilled in content creation, campaign support, and brand partnerships to drive audience engagement and enhance brand visibility

## WORK EXPERIENCE

### Pippin Toy Co.

October 2025 – Present

Retail Associate

- Delivered personalized customer experiences by building relationships and curating tailored product recommendations for children's needs, interests, and age groups.
- Supported store marketing initiatives by encouraging customer engagement through social media, email newsletter sign-ups, and in-store events.
- Collaborated with team members to maintain a cohesive brand experience aligned with the shop's identity and target audience.

### 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)

- Historian (2023):** Documented organizational events, service projects, and activities through photography and videography to promote the fraternity and attract new members.
- 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.

### 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.