

# KENDRA E. WEIKMAN

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## EXPERIENCE

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- 6/2009-Present **Affinity Labs – Monster.com** **McLean, VA**  
*Associate Website Manager | FireLink (June 2009 – Present)*
- Utilize HTML, CSS and JavaScript to manage a website viewed by an audience of over 250,000
  - Immerse self in fire and rescue culture to become a trusted source of relevant information
  - Improve website engagement through social media marketing
  - Negotiate partnerships with industry professionals and manufacturers
  - Collect site metrics to analyze current and projected site performance
  - Write, edit, publish and source appropriate site content
  - Design and manipulate graphics to enhance overall web experience
- 7/2007-6/2009 **Corporate Executive Board** **Washington, DC**  
*Web Content Specialist (April 2008 – June 2009)*
- Managed all aspects of publishing content, building web traffic, and generating repeat usage
  - Created eye-catching images and call-to-action buttons to appeal to web users
  - Developed engaging web pages viewed by over 10,000 members.
- Member Relations Associate (July 2007 – April 2008)*
- Supported over 550 member companies including NIKE Inc., Morgan Stanley and Apple.
  - Recognized by the General Manager as being a leader in member service.
  - Consistently rank as the top recruiter of member teams to service events.
- 7/2006-5/2007 **Broken Sound Productions** **Gainesville, FL**  
*Associate Television Producer*
- Co-Produced television shows aired on E! and the National Hotel Television Network.
  - Led production meeting for reality series host: led to improved script and production strategy.
  - Authored and edited scripts for 'Weekend Makeover,' 'America's Best,' and 'Great Escapes'

## EDUCATION

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- 2003-2007 **University of Florida** **Gainesville, FL**  
*Bachelor of Science in Public Relations*  
Elective minor in Communication Studies  
Professional course GPA of 3.2/4.0

## PERSONAL

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- Experienced in Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Microsoft Office, and Apple iWork
- Designed logos and graphic print materials for Hurricane Wings and Grill, Rendezvous Wine Bar, and Twisted Spoke Cycles
- Currently re-designing Rescue Angels website, a non-profit dog rescue organization
- Selected participant in the creation of a risk analysis study presented at the Society for Risk Analysis' annual conference in December 2007.
- Co-Founder of the National Communication Association Student Club - Gator Chapter
- Editorial articles published in The Independent Alligator and The Stuart News.