

Resume



EMPLOYMENT

Michigan State University

May 2021 - Present

Digital Marketing Specialist, Editor and Graphic Designer,

College of Engineering

- Trained in Accessibility, reviews past college materials for 508 compliance and created new templates with accessibility applied.
- Updated the College brand (logos, templates, merchandise, etc.)
- Designed logos and templates for each department and areas within the college to stay in line with the University brand.
- Lead a small team of students to do video, photo and website tasks.
- Migrate content and update layout design for the new college website (Sitecore).

Freelance Graphic Designer

July 2020 - Present

- Designed logos and marketing materials for small and large businesses.
- Customized print on-demand products.
- Design and strategize content for social media pages while engaging with followers.

DNV GL (Consumers Energy Contractor)

Graphic Design & Marketing Specialist

July 2018 - July 2020

Marketing Assistant

Aug 2017 - July 2018

- Designed and managed more than 50 digital assets (email, web, social media and Microsoft files) and 60 print materials to increase energy efficiency awareness with commercial customers.
- Redesigned more than 30 marketing assets for client rebranding.
- Ran multiple campaigns simultaneously for various commercial initiatives.
- Acted as Consumers Energy brand ambassador within DNV GL through training marketers on brand guidelines and correcting brand violations in materials before publication
- Performed as interim marketing manager for six months. Received a Spot Award for initiative and performance above expectations.
- Designed and sent emails of quarterly newsletter to 5,000 customers, increasing click rates by 20%.
- Collaborated with Training Center colleague to inform customers of on-site training sessions earlier and with greater frequency. Registrations increased by 10%.
- Proposed, obtained approval and established the department Digital Asset Manager, supervising marketing interns in the uploading of assets.
- Conducted 15 photo shoots at customer locations for case study flyers.

PORTFOLIO

kendrahorvath.design

CONTACT

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517-230-9519

SOFTWARE EXPERIENCE

Adobe Creative Suite:

Photoshop	Illustrator
InDesign	Audition
Premiere	After Effects
Lightroom	Acrobat Pro

Microsoft:

Word	PowerPoint
Excel	Outlook
Teams	Publisher

Coding:

CSS	HTML
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Other:

Sitecore	Sprinklr
Drupal	Hootsuite
HubSpot	Constant Contact
Workfront	Google Analytics
Maya	3D Studio Max

EDUCATION

Media Information & Technology

Bachelor of Arts
Michigan State University
Game Design Specialization
August 2015

Graphic Design

Certificate of Achievement
Lansing Community College
June 2018

Photography Class

Lansing Community College
August - December 2019

Accessibility Training

Deque University
May - December 2021



Michigan State University

Jan 2017 - Aug 2017

Web Designer, Information Services

- Maintained plug-ins and updated website content in Drupal for 20 different websites within Auxiliary Services.
- Created Google My Business accounts for 24 MSU dining halls and Sparty convenience stores.
- Developed a board game as a training and team-building exercise for onboarding new employees.

Michigan Supreme Court

Aug 2016 - Jan 2017

Digital Media and Graphic Design Intern, Public Information Office

- Designed digital marketing materials and social media campaigns to promote special events and court information
- Created a booklet featuring profiles of judges working throughout the state.
- Captured and edited 11 videos for the MSC YouTube channel. 10 video clips were highlighted for Adoption Day.

Michigan State University

Creative Intern, Information Services

May 2014 - Dec 2016

Marketing Intern, Auxiliary Enterprises

June 2015- May 2016

- Animated five videos to improve morale and prepare employees for a major building relocation.
- Designed marketing materials and digital menu boards.
- Collected and reported monthly analytics for MSU websites and social media pages using Google Analytics.
- Designed more than 100 3D models of dorm rooms and community spaces for Live On website.
- Led team for dorm room photo shoots and edited photos
- Organized department's new Digital Asset Management System.
- Designed and branded marketing materials for the United Way employee campaign, achieving a 36.4% increase in total pledge amount over the previous year. Conducted employee market research and incorporated social media engagement into the campaign.
- Contributed to a web broadcasted student interview program by writing live tweets summarizing student opinions.
- Team leader on a video project for the RHS Move-In kickoff event. The ten-minute video played throughout the event on the Breslin Center Jumbotron.

CONFERENCES

Adobe MAX

November 2019

October 2020

HOW Design Live

May 2018

VOLUNTEER WORK

Graphic Design

Portland Soccer Club

Casino Bus Trip Flyers

Winter 2011, Fall 2012,

and Winter 2015

Design Good for Detroit

AIGA Member

Animation Video for AtBat, Fall

2021

Student Portfolio Reviewer

Lansing Community College

Winter 2021