

KENDRA KUHAR

730 Hawthorne Lane #523 Charlotte, NC 28204 | (570) 780-4929 | kendra.kuhar@gmail.com

Skills Summary

- Experienced writing and marketing professional.
- Extensive background in designing and delivering engaging digital content.
- Detail oriented with incredible time management capability for multiple projects.

Professional Experience

Manager of Digital Marketing

Discovery Place / 2019 - Present

- Develop, implement and optimize digital marketing strategy across all digital channels through email and ad campaigns.
- Plan, write and edit website content including blog posts, event listings and program pages.
- Track campaign performance and recommend strategies based on SEO best practices and customer engagement.

Content Writer

Petroleum Service Company / 2017-18

- Composed data-driven blog content on aviation, petroleum, mechanical engineering and other science-based topics.
- Collaborated with marketing team for content development.
- Created ads in Google AdWords with in-house advertising and analytics team for B2B and B2C clients.

Cigna Health Insurance

Customer Service Advocate / 2015-17

- Enabled business success through empathy and effective communication.
- Displayed excellent customer service and listening skills.
- Exhibited exceptional IT skills and system navigation.

Wilkes University

Biology Research Assistant / 2011-14

- Researched, reviewed and edited textual biological research under Dr. Michael Steele.
- Performed hands-on field work in entomology and on rodents and small mammals.
- Organized references and wrote annotations for a scientific book.

Education

Bachelor of Arts in English / Wilkes University / 2015

Study Abroad, University of Wales Trinity St. David / 2013

Technical Skills

WordPress • MailChimp • Shopify • Google Analytics • Microsoft Office • Klaviyo

Google AdWords • Google Keyword Planner • Google Search Console