

KENDRA LOVE

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Work Experience

Marketing and Development Coordinator

Faith & Works-Birmingham, AL

January 2024 to Present

I create content for Faith & Works, organize events, create press releases, conduct development work including grant writing and grant reporting.

Lecturer

Auburn University Montgomery-Montgomery, AL

Present

Director of Communications and Marketing

Greater Nashville Apartment Association-Nashville, TN

January 2024 to August 2024

I currently am in charge of all marketing and communications within the GNAA from event flyers to market surveys to website and news & events magazine.

Director of Communications and Marketing

Tennessee Apartment Association-Nashville, TN

January 2024 to August 2024

Oversee marketing and communications efforts for the TNAA.

Community News Editor

Auburn Montgomery-Montgomery, AL

August 2023 to May 2024

I work with students in the communications department to help them with stories that are going to get published in the local news sources across the area.

I help them with developing sources, questions and then editing their stories before going to the news source.

Senior Media Strategist

Alabama Values Progress-Montgomery, AL

August 2021 to February 2024

Provided strategic guidance and support to partner organizations for communications plans

- Researched emerging technologies related to digital marketing and advertising in order stay up-to-date on industry developments.
- Leveraged analytics tools such as

Meltwater or Google Analytics for campaign analysis and reporting purposes.

- Analyzed data to identify trends, optimize campaigns, and measure performance of marketing initiatives.
- Developed and implemented comprehensive digital media strategies to maximize ROI on campaigns.
- Developed comprehensive plans for social media management, including content creation and scheduling.
- Collaborated with creative teams to develop compelling content that resonates with target audiences.
- Tracked KPIs such as CPMs, CTRs, impressions, leads generated on a regular basis in order to gauge success rate of campaigns.
- Applied strong organizational skills to manage the workflow of multiple projects with varying deadlines.
- Maintained comprehensive knowledge of current industry standards and trends in media production techniques.
- Collaborated closely with stakeholders throughout the creative process to ensure successful outcomes.
- Ensured all media assets were properly organized, stored, and archived for future use.
- Monitored progress of projects throughout each stage of the production process.
- Responded to requests for information from media and designated appropriate spokesperson and information source.
- Wrote press releases and other media communications to promote clients.
- Arranged public appearances, lectures, contests, and exhibited for clients to increase product and service awareness and to promote goodwill.

Regional Editor

Boone Newspapers-Greenville, AL
August 2020 to April 2021

Edited and proofread , articles, reports, and other documents to ensure accuracy of grammar, spelling, punctuation, syntax, and formatting.

- Wrote and edited stories about various topics.
- Developed new ideas for content to engage audience.
- Assisted in development and implementation of editorial priorities.
- Conducted interviews with subject matter experts to gather information for various projects.
- Worked with reporters to turn tips and hunches into smartly conceived and expertly reported stories.
- Reviewed copy submitted by external contributors for accuracy and clarity prior to publication.
- Provided constructive feedback on writing samples submitted by prospective interns or employees.
- Maintained an organized digital library containing images, videos, documents.
- Ensured that all published material adhered to copyright laws and regulations.

- Created content outlines and ensured that all pieces adhered to established deadlines.
- Managed the production process of print materials such as newspapers and magazines.
- Coached writers in creation and delivery of interviews and features.
- Monitored industry trends to ensure content was up-to-date.
- Detected and correct errors in spelling, punctuation, and syntax.
- Wrote text, such as stories, articles, editorials, and newspapers.

Regional Publisher

Boone Newspapers-Andalusia, AL
June 2019 to August 2020

Ensured timely delivery of publications while adhering to tight deadlines.

- Analyzed market trends to determine appropriate pricing for publications.
- Developed and implemented editorial policies and procedures to ensure quality content production.
- Negotiated contracts with printers and vendors to secure competitive rates.
- Ensured timely delivery of materials while adhering to tight deadlines.
- Managed the budget for publishing projects including costs associated with printing and distribution.
- Collaborated with authors, editors, illustrators, and graphic designers to news stories and features, advertising design and more.
- Proofread content prior to publication for accuracy and consistency of style.
- Operated desktop publishing software and equipment to design, lay out, and produce camera-ready copy.

President and Publisher

Boone Newspapers-Brewton, AL
January 2018 to June 2019

Proofread content prior to publication for accuracy and consistency of style.

- Managed the budget for publishing projects including costs associated with printing and distribution.
- Coordinated marketing strategies with external vendors such as advertising agencies and public relations firms.
- Collaborated with authors, editors, illustrators, and graphic designers to create newspapers and magazines and advertisement design.
- Negotiated contracts with printers and vendors to secure competitive rates.
- Analyzed market trends to determine appropriate pricing for publications.
- Ensured timely delivery of materials while adhering to tight deadlines.
- Developed and implemented editorial policies and procedures to ensure quality content production.

- Created and edited newsletters, brochures, flyers, posters and other print materials for various projects.
- Checked preliminary and final proofs for errors and made necessary corrections.

Editor and Principal Designer

Boone Newspapers-Andalusia, AL
March 2014 to January 2018

Researched emerging trends in the digital landscape and applied those insights into product designs.

- Actively collaborated with developers during implementation phase to ensure designs were properly implemented.
- Ensured consistency between different versions of products across various platforms including desktop, tablet and mobile devices.
- Managed multiple projects simultaneously by setting deadlines, assigning tasks and tracking progress.
- Received constructive criticism to improve end result and grow as designer.
- Maintained an organized library of fonts, images, templates, logos and other assets for future use.
- Employed brand guidelines to ensure consistency across all design elements within a project.
- Designed a variety of marketing materials, including brochures, flyers, websites and logos with Adobe Creative Suite software.

Suite software.

- Developed story ideas and assigned them to reporters; monitored progress of stories throughout the editorial process.
- Maintained up-to-date knowledge of industry trends by attending conferences and reading professional journals.
- Managed workflow of articles through all stages of production, including writing, editing, fact checking, layout, design, proofreading and printing.

Managing Editor

Boone Newspapers-Deposit, AL, US
June 2013 to March 2014

Conducted interviews with subject matter experts or other stakeholders as needed.

- Created workflow processes and procedures to improve overall efficiency of the editorial process.
- Created plans for expanding circulation numbers by implementing strategies such as direct mail campaigns or promotional giveaways.
- Assigned stories to freelance writers as needed; negotiated contracts while maintaining budget goals.
- Directed layout artists on page designs for special sections; provided guidance on graphics and photos used in newspapers.
- Researched complex issues for background information when necessary; wrote editorials based on research findings.
- Worked closely with advertising department to ensure that ads were placed correctly in paper.

- Collaborated with staff writers to ensure that content was timely and accurate.
- Managed workflow of articles through all stages of production, including writing, editing, fact checking, layout, design, proofreading and printing.
- Developed strategic partnerships with local businesses to increase exposure for both parties.
- Developed story ideas and assigned them to reporters; monitored progress of stories throughout the editorial process.
- Established relationships with sources in order to secure exclusive interviews or stories.

Copy Editor and Reporter

Boone Newspapers-Andalusia, AL

January 2010 to June 2013

Edited and proofread copy for accuracy, clarity, grammar, syntax and typos.

- Maintained a high level of accuracy when checking facts from different sources.
- Provided feedback on drafts of articles to improve quality of writing.
- Organized workflow by prioritizing tasks based on deadlines and urgency.
- Performed copy-editing tasks such as rewriting sentences or paragraphs where necessary.
- Analyzed content for factual errors prior to publication or release online.
- Checked for plagiarism within submitted manuscripts before publication.
- Assessed overall quality of written material before final submission or release.
- Collaborated with editorial staff on story ideas and headlines.
- Ensured adherence to established publishing guidelines regarding word count, formatting.

Reporter and Page Designer

Boone Newspapers-Troy, AL

December 2008 to January 2010

Collaborated with cross-functional teams to ensure design accuracy in print and digital media.

- Created engaging visuals through illustration, photography and typography
- Developed creative concepts and designs for multiple campaigns, utilizing Adobe Creative Suite.
- Developed and maintained relationships with sources to ensure accurate reporting.
- Presented stories in a clear, concise manner that resonates with viewers.
- Assisted other reporters in gathering information or covering special events.
- Managed multiple assignments simultaneously under tight deadlines and pressure.
- Fostered communication between various departments throughout the organization.
- Organized daily news coverage plans in a fast-paced environment.

Graphic Designer

Creative Printing-Montgomery, AL

May 2008 to December 2008

Created logos, flyers, and other marketing materials.

- Designed graphics for social media campaigns, such as Facebook ads and Instagram posts.
- Edited photos in Photoshop to enhance their quality for use in print or digital formats.
- Collaborated with clients to determine design requirements and objectives.
- Developed multiple marketing materials, including brochures, flyers, and posters, to promote products or services.
- Completed creative deliverables within established deadline.
- Maintained a high level of accuracy while adhering to tight deadlines.
- Ensured all artwork was accurate before submitting it for final approval by clients.
- Used Adobe Creative Suite and Google

Suite tools to synthesize, emphasize and clarify information for print and digital use.

- Created innovative designs for websites and logos, utilizing Adobe Creative Suite software.

Editor and Reporter

The Tropolitan-Troy, AL

August 2004 to May 2008

Edited and proofread editorials, articles, reports, and other documents to ensure accuracy of grammar, spelling, punctuation, syntax, and formatting.

- Wrote and edited news stories and feature stories about various topics.
- Developed new ideas for content to engage audience.
- Assisted in development and implementation of editorial priorities.
- Identified potential stories through research of current events and industry trends.
- Conducted interviews with subject matter experts to gather information for various projects.
- Worked with reporters to turn tips and hunches into smartly conceived and expertly reported stories.
- Reviewed copy submitted by external contributors for accuracy and clarity prior to publication.
- Ensured that all published material adhered to copyright laws and regulations.
- Created content outlines and ensured that all pieces adhered to established deadlines.

Print Communication Intern

PowerSouth Energy Cooperative-Andalusia, AL

May 2007 to August 2007

Employed effective verbal and written communication skills to communicate and interact with all levels of organization.

- Collaborated with cross-functional teams to create integrated communications plans across various platforms.
- Generated creative ideas for new campaigns that align with overall business objectives.
- Managed the production of promotional materials such as brochures, newsletters, press releases, and other marketing collateral.
- Liaised with team of experts to develop and execute communication strategy and plan.
- Created printed material, website material and outreach engagements to drive communication.
- Coordinated with internal stakeholders to ensure messaging was consistent across all marketing channels.
- Worked with subject matter experts to create messaging, talking points and other content.
- Developed and managed content for websites, blogs, newsletters to drive engagement and establish a consistent brand voice.
- Wrote, edited, and distributed press releases and media alerts to promote company initiatives, while managing all media inquiries.

Communication Summer Worker

PowerSouth Energy Cooperative-Andalusia, AL

May 2004 to August 2006

- Drafted press releases related to company initiatives.
- Provided support in developing promotional materials such as brochures, flyers, and presentations.
- Worked closely with team, gaining knowledge of day-to-day processes and duties.
- Brainstormed creative ideas to improve branding and company messages.

Education

Master's degree in Strategic Communication

Troy University - Troy, AL

January 2021 to December 2021

Bachelor's Degree in Print Journalism

Troy University - Troy, AL

August 2004 to May 2008

High school diploma

Brantley High School - Brantley, AL

August 2000 to May 2004

Skills

- Graphic Design
- WordPress

- Search Engine Optimization (SEO)
- Digital Marketing
- Adobe InDesign
- Typography
- Adobe Photoshop
- Blogging
- Content Creation
- Adobe Illustrator
- Google Analytics
- Video Editing
- Copy Editing
- Copywriting
- Public Relations
- Adobe Creative Suite
- Social Media Management
- Layout Design
- Proofreading
- Branding
- Events Management
- Logo Design
- Analytics
- Photography
- Illustration
- Content Development
- Marketing
- Customer service
- Sales
- Communication skills
- Project management
- Web analytics
- Computer skills
- Organizational skills
- Microsoft Office
- Teaching
- Relationship management
- Budgeting
- Analysis skills
- Journalism
- Leadership
- Team management

- AI
- SEO

Awards

Troy University Print Journalism Alumna of the Year

April 2022

Alabama Association of Conservation Districts Communicator of the Year

August 2016

University of South Carolina Media Law Fellow

September 2019

Alabama Press Association First Place 1/2 page ad

July 2019

Alabama Press Association Third Place Best Headline

July 2012

Certifications and Licenses

Driver's License

Groups

Andalusia Area Chamber of Commerce Board of Directors

April 2014 to January 2016

Alabama Press Association Foundation Board

January 2019 to August 2021

Andalusia Lions Club

March 2014 to August 2020

Served as president of the Lions Club.