

Kenia Garnica-Avila

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Education

Bachelor of Arts in Integrated Strategic Communication, Minor in Digital Technology and Culture | *Washington State University, Vancouver, WA* 12/2020

- Edward R. Murrow College of Communication
- GPA: 3.97/4.0
- Related coursework: Digital Content Promotion, Writing in Communications, Multimedia Content Creation, Quantitative Research Methods, Public Relations Management and Campaigns, Advertising Principles and Practices

Experience

Empowering Leaders Fellow | *The Contingent, Remote Work* 10/2020-Present

- Develop creative content for program-related projects
- Provide support to the Empowering Leaders Division as projects and tasks are assigned
- Communicate with supervisor and colleagues through Microsoft Outlook and Microsoft Teams

Social Media and Marketing Intern | *Carson College of Business at Washington State University, Vancouver, WA* (Remote Work from 6/2020) 12/2019-12/2020

- Manage the social media platforms for the Carson College of Business at WSU Vancouver including Facebook, LinkedIn and Instagram
- Develop and create print and digital marketing flyers and graphics using Adobe Creative Suite
- Identify and implement new strategies to effectively reach students, alumni and external audiences
- Collaborate with Marketing and Communications staff to ensure content for external audiences aligns with WSU brand standards

Student Peer Mentor | *Washington State University, Vancouver, WA* 6/2019-12/2019

- Helped market campus events to new students through persuasive verbal and written communication
- Assisted in coordinating class topics and facilitated activities for an introduction to college course
- Met once a week with the professor and peer mentors to discuss new ways to help students succeed and prepare for the next week's lesson

Photographer and Videographer | *Fotos y Video el Paraiso, Vancouver, WA* 6/2018-9/2019

- Maintained a friendly and professional relationship with clients to ensure efficient communication
- Directed photoshoots, prepared models and coordinated equipment placement with colleagues
- Demonstrated excellent diligence throughout 12-hour days while training new photographers

Leadership Activities

Member | *Public Relations Student Society of America, Vancouver, WA* 8/2018-9/2020

- Produced social media and website content for clients on Adobe Illustrator and Adobe Spark
- Collaborated with partnered organizations to increase social media and community outreach
- Communicated with real clients in the industry, build relationships and gain professional skills