

# Kendall Wenaas

## Education

### Drake University

**Major:** Magazine Journalism

**Minor:** Mathematics

**Expected Graduation:** Spring 2017

## Skills

**Writing and Editing:** AP Style, fact checking, interviewing

**Software:** Adobe CQ, Wordpress & Drupal CMS, Adobe InDesign & Photoshop, iMovie

**Social Media:** Hootsuite, Buffer

## Contact

1227 34<sup>th</sup> St.

Des Moines, Iowa 50311

**Phone:** 701-799-6330

**E-Mail:** kendall.wenaas@drake.edu

## Experience

### Editorial Assistant, *Better Homes & Gardens* | June 2015 – Present

- Create three pieces of content (stories, slideshows, and quizzes) per week that align with BHG.com's brand.
- Produce two weekly recipe newsletters that reach more than 1 million subscribers each.
- Build stories, slideshows, video pages, blog posts, and quizzes within Adobe CQ and Wordpress.

### ASME Editorial Intern, *Smart + Strong Publishing* | June 2016 – Aug. 2016

- Wrote three stories per week for POZ.com newsfeed on topics like protests, new pharmaceutical drugs, and laws that affect the HIV/AIDS community.
- Reported on and produced video for a protest at the United Nations High-Level Meeting on Ending AIDS.
- Edited HTML code in Content Management System to assure old content fit with new look of brand.

### President, *Delta Gamma Fraternity* | Dec. 2015 – Dec. 2016

- Ran organization of 120 members by setting goals and running weekly meetings. Oversaw all aspects of the organization, including a \$200,000 budget, philanthropy and social events, and social media accounts.
- Managed a leadership team of 20 through weekly and monthly meetings and daily communication. Assured each member of executive team was meeting her goals and assisting her directors.
- Maintained confidentiality while working with many sensitive matters. Communicated with national and regional fraternity executives and university administrators.

### Executive Editor, *Drake Magazine* | May 2015 – May 2016

- Oversaw the 2016 Online Pacemaker-winning website, DrakeMagazine.com. Wrote stories for health, food and feature sections.
- Refocused online editorial brand to include buzzier writing, attention-grabbing headlines, and more SEO terms. Worked with creative director to re-design site to include higher-quality images and better UX design.
- Managed online team of creative director, editors, and staff writers. Oversaw creation of 50+ stories for drakemagazine.com, ran two meetings per week, and coached writers to improve their writing.
- Previously: Managing Editor ('14-'15), Assistant Editor ('13-'14)

### Editorial Assistant, *Midwest Living* | Jan. 2015 – Aug. 2015

- Wrote 10-20 Facebook posts for food content. Ran Google+ account, and increased followers by 12 percent.
- Fact-checked six bi-monthly publications, plus three special publications.
- Contacted PR reps from 30+ companies to gather info on products for Holiday Gift Guide.

### Communications Director, *Delta Gamma Fraternity* | Dec. 2014 – Dec. 2015

- Managed and created content for brand's Twitter, Facebook, Instagram, and Pinterest accounts. Aimed to showcase brand's image and values through regular posts on each platform.
- Increased brand's Facebook and Instagram followers by 40 percent.
- Created and executed a six-month social media plan for both organization's recruitment and philanthropy week.