

# KENDALL SPINK

Graphic Design & Public Relations

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## EXPERIENCE

Story Tapestries | Outreach and Advocacy Team Lead | Fall 2025

- Executed an email campaign to personally invite over **200 local politicians** and community members to an end of year gala, resulting in the selling out of tickets.
- Facilitated a panel on the impact of the economy on the arts and mental health.

Pepco Holdings Inc | Marketing & Communications Intern | Summer 2025

- Pitched and managed the strategic planning, and execution, of a multi-channel intern spotlight video series involving executives, achieving over **56,000 impressions**.
- Developed and edited content for internal and external communications, including **media alerts, blog posts, and branded visual assets** and templates in Canva.

EGO Fashion Magazine | Head of Graphic Design | 2022–2025

- Led the transition from an **online magazine** (seven volumes) to **physical print** (five volumes), and was responsible for the post-production process and circulation.
- Managed a team of 10 students designing magazine spreads, based on abstract photoshoot themes, in Canva and InDesign for online and print.

Exposed DC | Graphic Designer | 2023–2025

- Created the annual photography exhibit **magazine, signage**, and organized 300+ photos for induction into DC's The People's Archive.
- Designed **promotional graphics** for social media and print.

Red Panda Art Studio | Assistant Teacher & Content Creator | 2024–2025

- Taught, assisted, and planned projects for classes of 10–25 children (ages 1–14), demonstrating art concepts and materials; worked with parents and the public.
- Produced social media videos to highlight the studio on Instagram and Facebook.

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## EDUCATION

American University | Bachelor of Arts | 2022–2025

- Public Relations and Strategic Communication
- Graphic and Visual Communication Design
  - Magna Cum Laude | Dean's Honor List | GPA: 3.82/4.0
- Relevant Coursework:
  - Data Visualization & Information Design, PR Research, Crisis Communication, Multicultural Strategic Communication Campaigns, Events Management

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## SKILLS

Adobe Suite, Canva, AI Prompting, Photography & Videography, Brand Identity Design, Social Media Strategies, Data Visualization, Communication, Copy Writing & Editing, Research, Time Management, Organization, Collaboration, Marketing Strategies, Web Design