

# KENDALL TERASHIMA

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LOS ANGELES, CALIFORNIA

## EDUCATION

### APPALACHIAN STATE UNIVERSITY

Boone, NC / May 2023  
Creative Advertising, Communication, BS

## PROJECTS

### DIRECT EFFECTS INNOVATION CHALLENGE

Charlotte, NC / April 2023  
Participated in a 3-hour challenge to develop and present a hypothetical direct mail campaign for the Southeastern Conference (SEC) with a group of 7 other students.

### CREATEATHON

Boone, NC / November 2022  
Directed a group of student volunteers to create and present a marketing campaign for a local nonprofit in 24 hours. Participated in the fundraising and planning of the event.

## EXPERIENCE

### MARKETING DIRECTOR

2023-Present / **Benevolist**  
Developed a media kit to teach nonprofit marketing skills. Managed social platforms, newsletter, and interns. Assisted web developer with new website features.

### OWNER

2021-Present / **Koneko Media, LLC**  
Create branding, web design, social content, and marketing strategy for small businesses. Provide consulting for small business owners in navigating digital and social communication.

### BRAND MANAGER

2023-Present / **Zionville Ramp Company**  
Facilitated and executed a full rebrand and web design contract. Worked alongside the owner to consult on digital and social marketing strategies. Created print, digital, and social deliverables.

### ART DIRECTOR

2022-23 / **Second Story Media**  
Revised and approved all creative outputs. Created content for clients. Delegated the creative team in order to accomplish projects on tight deadlines for multiple accounts simultaneously.

### MAGAZINE CONTRIBUTOR

2021 / **The Ballet Herald**  
Researched, wrote, and edited articles for the magazine section, "On This Day In History". Worked with the Editor-in-Chief on digital and social communication content.

→ **DIGITAL MARKETING**

→ **CLIENT RELATIONS**

→ **BRAND DESIGN**

## SOFTWARE

Illustrator	Microsoft Suite
Procreate	Canva
InDesign	Turbify
Photoshop	Squarespace
Topline	Google Suite

## SKILLS

Web Design	Illustration
Brand Strategist	Public Speaking
Communication	Eager to Learn
Event Planning	Content Creation
Fast Learner	Highly Motivated

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