

# Heather McNutt-Kaestner

541-609-1008 • hmcnuttk@linfield.edu • <http://heathermk.net/>

## Education

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- Linfield College**, McMinnville, OR B.A., Journalism & Media Studies and Communication Arts with Spanish minor  
• **GPA:** 3.974 Expected May 2019  
• Linfield Leadership Award, Exemplary Media Writing Scholarship, Journalism Scholarship, Speech Scholarship
- Universidad de San Francisco de Quito**, Ecuador: Immersed in Spanish-only classes. 4.0 GPA Aug 2017-Jan 2018

## Marketing and Communication

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- Columbia Sportswear**, Organizational Effectiveness Intern: Beaverton, OR Headquarters May 2018-Aug 2018  
• Managed two contract workers & coordinated with 19 departments to create 20 internal videos and eLearnings.  
• Delivered digital presentation elements for the digital summit with over 80 HR professionals across the globe.  
• Restructured the global New Employee Orientation & recreated the company's mission statement graphic.
- Make-A-Wish Foundation**, Development and Communications Intern: Portland, OR May 2017-Aug 2017  
• Created & reviewed partnership marketing content, press releases & social media to raise brand awareness.  
• Launched the first Make-A-Wish Thank-A-Thon event to promote organizational stewardship with donors.
- World Oregon**, Communications Intern: Portland, OR May 2017-Aug 2017  
• Publicized program workshops & events to international audiences through various media avenues.  
• Partnered cross-functionally with emerging leaders around the globe to share their stories.
- McMinnville Economic Development Partnership**, January Term Intern Coordinator: McMinnville, OR Jan 2017  
• Implemented the new strategic marketing plan for the McMinnville WORKS Internship Program & recruited over 150 applicants across the nation via blog posts, social media, career sites & press releases.
- Linfield College Marketing Department**, Selected Social Media Committee Member Oct 2015-May 2017  
• Inspired committee formation after contacting Linfield faculty offering to create a university Snapchat filter.  
• Collaborate with the Director of Integrated Media to enhance the college's brand presence & to explore ways to engage target audiences through digital storytelling.
- Linfield College Mass Comm. Depart**, Promotions Director and Media Maker Studio Assistant Sept 2015- May 2016  
• Ideated & composed an official KSLC 90.3 logo for HD Radio displays in vehicles, merchandise and online.  
• Explored new media and technology resources such as television production and gave Adobe Suite lessons.

## Project Management

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- Heather M-K Social Media & Design**, Founder, Social Media and Design Specialist May 2016-Present  
• Ran Courtney Z Photo and Homeroom social media accounts. Increased Instagram followers by over 2,000.  
• Created an official wine club exclusive label in Photoshop for Momtazi Vineyards & Maysara Winery.
- Resident Advisor:** Linfield Residence Life May 2016- Present  
• Promoted to RLA position to lead 60 staff members and internally bolster RA relationships.  
• Problem-solve communication issues to support residents & promote community growth & diversity on campus.
- Linfield Career Development**, Student Career Specialist: McMinnville, OR Feb 2016- Present  
• Coordinate with recruiters to organize large campus events & create promotional content plans.  
• Track student feedback and attendance trends to market event opportunities to target student groups online.
- Cellar Ridge**, Marketing and Promotions Intern: McMinnville, OR May 2016- Aug 2016  
• Plan all aspects of open house events & Wine X Design tours with 200+ attendees to foster community ties.  
• Analyzed trends & employed communication strategies to grow the brand's social media presence by 28%.  
• Presented project ideas to supervisors & crafted magazine ads, the new Contract Proposal & Company Promise.

## Additional Skills

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- **Spanish**, 8 years, professional proficiency in written and oral Spanish. Spanish Teaching Assistant.
  - **AP Writing, Photoshop Illustrator, InDesign, Photoshop, MS Office, Excel, Premiere, & WordPress**