

Heather McNutt-Kaestner

Education

B.A. Journalism and Media Studies	May 2019
B.A. Communication Arts with a Spanish minor	May 2019
Linfield College, McMinnville, OR	GPA: 3.97
• Media Writing, Journalism, Speech, & Leadership Scholarships	
Universidad de San Francisco de Quito , Ecuador: Spanish-only classes & debate	Aug 2017-Jan 2018

Strategic Communications Experience

Columbia Sportswear , Organizational Effectiveness Intern: Beaverton, OR	May 2018-Aug 2018, Jan 2019
• Managed 2 contract workers & collaborated with 19 departments to create 20 eLearnings with a \$10k budget.	
• Developed online presentation elements presented to the digital summit with 80+ international professionals.	
• Collaborated with CEO Tim Boyle & re-innovated & globalized the entire New Employee Orientation.	
Make-A-Wish Foundation , Development and Communications Intern: Portland, OR	May 2017-Aug 2017
• Launched the first ever Thank-A-Thon marketing campaign and produced a video to promote organizational stewardship; Varied communication styles according to target consumer & social platform.	
WorldOregon , Communications Intern: Portland, OR	May 2017-Aug 2017
• Partnered with emerging global leaders including Jóvenes En Acción to set strategic digital marketing plans and inspire international community growth.	
McMinnville Economic Development Partnership , January Intern Coordinator: McMinnville, OR	Jan 2017- Feb 2017
• Implemented the new strategic marketing plan for the McMinnville WORKS Internship Program & broke the record for the most applicants acquired (150 total).	
• Improved overall program effectiveness & efficiency by applying a rigorous approach to operational marketing processes by crafting instructions for future outreach via blog posts, social media, career sites & press releases.	

Digital Marketing Experience

Heather M-K Social Media & Design , Freelance Social Media & Design Specialist	May 2016-Present
• Identified opportunities to drive user engagement; Increased Homeroom Insta followers by 2,000+ in 3 months.	
• Created an official wine club exclusive label in Photoshop for Momtazi Vineyards & Maysara Winery.	
Linfield Career Development , Student Career Specialist: McMinnville, OR	Feb 2016-Present
• Ideate, promote & launch the college's first-ever entrepreneurial freelance network, a "test and learn" program.	
• Track data & relevant feedback across multiple digital channels to leverage outreach strategy.	
Cellar Ridge , Marketing and Promotions Intern: McMinnville, OR	May 2016-Aug 2016
• Conducted data-driven business analytics to strategize & grow the brand's social media presence by 28%.	
• Shaped brand voice and grew consumer base by identifying opportunities for user engagement in ad materials.	

Leadership Experience

Linfield Residence Life : Resident Leadership Advisor: McMinnville, OR	May 2016-Present
• Promoted to RLA position to lead 60 staff members & improve RA operational processes.	
• Problem-solve communication issues to improve RA effectiveness to promote community growth & diversity.	
Media Maker Studio , Student Advisor: McMinnville, OR	Sept 2015-May 2016
• Explored design software & technology industry trends. Taught Adobe Suite design lessons to Studio members.	
• Collaborated with the Director of Integrated Media to enhance the college's brand presence & to innovate ways to engage target audiences & influencers through creative marketing initiatives.	

Skills & Digital Tools

- **Spanish**, 8 years, professional proficiency in written & oral Spanish. Spanish Teaching Assistant.
- **Photoshop Illustrator, Excel, InDesign, Wordpress, AP Stylebook, Adobe Premiere**