

# Heather McNutt-Kaestner

## Strategic Communication Experience

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**Columbia Sportswear, Organizational Effectiveness Specialist (Contract):** Beaverton, OR July 2019 - Present

- Research and devise OE strategy deck presented to executives to gain support for new HR strategies.
- Create the 20+ page LEAP journal & established the foundational PDF template for all HR project proposals.

**Columbia Sportswear, Organizational Effectiveness Intern:** Beaverton, OR May 2018 - Aug 2018, Jan 2019 - Feb 2020

- 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

- Partnered cross-functionally with emerging leaders including Jóvenes En Acción, IVLEP & women entrepreneurs from Africa to share their stories & inspire international community growth.

**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 a record number of applicants (150) across the nation by leveraging blogs, social media, career sites & PR.

## Project Management

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**Linfield Residence Life: Resident Advisor:** McMinnville, OR May 2016 - May 2019

- Promoted to Resident Leadership Advisor position to lead 60 staff members and internally bolster RA strategy.
- Problem-solve communication issues to support residents & promote community growth & diversity on campus.

**Heather M-K Social Media & Design, Founder, Social Media and Design Specialist** May 2016 - May 2019

- 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.

**Linfield Career Development, Student Career Specialist:** McMinnville, OR Feb 2016 - May 2019

- 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.

## 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**

## Education

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**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**

- Awarded Top Senior in both major programs
- #1 (of 200) at NW Communication Association Conference, Leadership Award, Media & Speech Scholarships

**Universidad de San Francisco de Quito, Ecuador:** Immersed in Spanish-only classes. 4.0 GPA Aug 2017-Jan 2018