

## Kailyn M. Prein

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### Career Focus

Mass Communications and Graphic Design student pursuing a career in Design.

### Education

Expected Graduation- 2021

St. Cloud State University

Bachelor of Science in Mass Communications, and Graphic Design

St. Cloud, MN, United States

### Experience

Communications Intern- Students United, St. Paul, MN (August 2017- December 2017)

(651)-224-1518

- Created an event mobile application that was initially used by over 80 students and continues to be updated for all events the organization holds.
- Developed a slideshow viewed by 300 guests at the organization's 50th Anniversary Gala.
- Aided in the implementation of a communications/promotion campaign for ticket sales resulting in nearly 300 attendees.
- Advised seven students who managed separate Students United Facebook pages by tracking their social engagement, providing weekly reports, and sharing social media expertise. This resulted in an amount of over 500 likes during a three-month period.
- Created a three year long LinkedIn Communication Plan, which continues to be implemented by the Director of Communication.

Public Relations Committee Member- SCSU Student Government (September 2017- December 2017)

- Created Student Government Snapchat, created and disbursed promotional content throughout campus.
- Helped create the Husky Howler; weekly newsletter disbursed to everyone at St. Cloud State.

Shift Lead- Peet's Coffee Capital One, St. Cloud, MN (August 2018- present)

(320)-281-0266

- Promote coffee consumption by educating customers; preparing and serving coffee, tea, and other beverages.

Sales Associate- Kohl's, St. Cloud, MN (October 2016- January 2018)

(320)-240-8808

- Respond to customers, improve engagement with merchandise, provide outstanding customer service. Achieving established sale goals.

### Skills

- Adobe (Photoshop, Premier Pro, InDesign, Dreamweaver, Audition)
- Digital Design Development
- Photography
- Video Production
- Social Media
- Web Design
- Communication Plan Development