

# KENDRA STAPLES

## CREATIVE + TECHNICAL

(573) 808-4926 - lkendrastaples@gmail.com - kendrastaples.com

### EXPERIENCE

#### MU HEALTH CARE

Health Care HR Communications & Employee Branding Strategist | June 2021 - Present

- Independently executed winter holiday celebration for 9,000 health care employees which included vendor and internal team management.
- Played a lead role in communicating emergent COVID-19 hospital communications to 9,000 employees, managing policy documentation for employee access, webpage development and email campaign management.
- Personal brand development and management for CHRO; copywriting, change management consultation, program feedback and development.
- C-suite copywriting and brand voice consultation.
- Project manages, develops and executes persona-driven internal communications.
  - 6,000+ employee comm.'s, targeted leader messages, specialized web development for leadership and frontline employees. Emergency email communications, reoccurring email campaign management.
- Manages and co-executes 76-person employee monthly town hall.
- Public Relations and Marketing liaison.
- HR media crisis communications consultation.
- Lead innovative communication efforts to make the day-to-day better for all employees.
- "Translate" between technical and creative teams to ensure project and product quality.
- Managing large-scale, hospital-wide projects with internal and external visibility.

#### MISSOURI ANNUAL CONFERENCE OF THE UNITED METHODIST CHURCH

Communications Specialist | Aug 2019 - June 2021

- Client management for high-volume departments.
- Copywriting using market research psychology and multiple brand voices.
- Management of 17+ individual websites across web platforms.
- Podcast production and management of 3+ podcast shows. Includes vendor management, guest/talent scouting and selection, script writing, client management, developed custom branding and guidelines for podcast brand voices.
- Video production. Management of external vendor, brand direction/editing, video shoot lead.

#### UNIVERSITY OF MISSOURI

Communications Coordinator | Aug 2018 - Aug 2019

- Created University of Missouri's first Giphy account and gif sets managing internal designers.
- Curated client relationships as a liaison for the marketing team under Student Affairs.
- Content curation.
- Media team director and management.
- Data analysis and presentation.
- Interns management and training.

## CONTRACTED POSITION - BRUSH & ASSOCIATES: SURVEYING AND ENGINEERING

Marketing Consultant | Dec 2018 - Jan 2019

Building and expanding upon current brand standards and visual elements, such as logo, colors, and web presence. Client requested redesigned website with SEO and UX implementation with updated brand standards, currently in production.

- Designed custom logo and color palette using customer personas.
- Created brand boards and guidelines for client's future use.
- Built and launched custom website for client. Included design process, copywriting, UX/UI research and integration, client review/approval, domain and SSL connection.

## CONTRACTED POSITION - ALAN BEAM AMERICAN FAMILY INSURANCE

Marketing Consultant | May 2018 - Dec 2018

Identifying areas that are ineffective, appropriating funds to effective methods, creating custom graphics, editing/designing website, writing copy with specific brand voice, analyzing data, market research, optimizing website UX.

- Created multimedia content in adherence with American Family Insurance brand guidelines.
- Developed strategic social media plan using marketing personas and consumer research.
- Designed custom graphics for LinkedIn, Facebook.
- Managed LinkedIn and Facebook pages.
  - Reported consistently on social media engagement, reach, impressions and lead generation.
- Redesigned website in adherence with AmFam guidelines to be customer-centric using UX data and UI design strategy.
- Developed written and visual brand voice.

## EDUCATION

BACHELOR OF SCIENCE, STRATEGIC COMMUNICATIONS: INTEGRATED MARKETING  
Stephens College

*Continued Education*

GOOGLE FOUNDATIONS OF PROJECT MANAGEMENT  
Coursera

PSYCHOLOGICAL FIRST AID  
John Hopkins University

HR CHANGE MANAGEMENT (HRCM)  
Management & Strategy Institute

## SKILLS

- Project management
- Strong interpersonal communication
- Strong writing skills
- Client management
- Creative team management
- Technical team management
- UX/UI research and design
- Content strategy
- Branding development and execution
- Video production
- Podcast production
- Graphic design
- C-suite brand voice consulting

## SOFTWARE

- Hotjar
- Google Ad Suite
- Facebook Ads Manager
- Poppulo
- Adobe Creative Suite
- Microsoft Suite
- Canva
- Asana