

# Kendal Orrantia

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A dedicated project manager, adept at fostering strong client relationships, managing complex projects with an acute attention to detail, and developing creative strategies to solve unique problems.

## WORK EXPERIENCE

### Go Fish Digital

#### Senior Project Coordinator / Feb 2023 - Present

- Manages a portfolio of 15+ clients, including single and multi-service scope projects
- Develops unique, multi-faceted digital marketing strategies to align with a client's specific business goals
- Leads team of strategists for various digital marketing services, including SEO, paid media, digital PR, website development, social media and branding & design
- Fosters strong client relationships through responsiveness and persistence, catering to a client's ever-evolving needs
- Oversees complex client budgets, analyzing and optimizing resource allocation for project success

#### Web Analyst / Jan 2022 - Feb 2023

- Organized the redesign and launch of 15+ websites from start to finish, coordinating with project managers, graphic designers, and web developers during each phase of the site redesign process
- Created visual navigation sitemaps for various web clients, using insights from competitor analyses, SEO research and UX/UI design best practices
- Developed email marketing campaigns in HubSpot and Pardot, creating content and graphics for clients in the service industries

#### Web Production Intern / May 2020 - Jan 2022

- Analyzed website data using Google Tag Manager and Google Analytics, reporting insights to PPC and SEO clients with detailed dashboards in Google Data Studio
- Improved content migration processes with templated spreadsheets, internal documentation and onboarding programs for new hires

### Coulture Magazine

#### Graphic Design Associate Editor / Jan 2019 - Dec 2021

- Led a team of 12 student designers in the creation of a 90-page magazine publication issued twice a year
- Designed visually engaging, multi-page magazine spreads using Adobe InDesign, Illustrator and Photoshop

## EDUCATION

### Bachelor of Arts in Journalism, Minor in Hispanic Studies

University of North Carolina  
at Chapel Hill, Class of 2022

## RELEVANT COURSEWORK

Infographics  
Magazine Design  
Media Hub  
UX Strategy & Design  
Foundations of Graphic Design  
Foundations of Interactive Media

## CERTIFICATIONS & SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe XD  
Microsoft Suite  
Google Workspace  
Conversational Spanish  
Google Ads Display Certification  
Google Ads Search Certification  
Google Analytics  
WordPress

## INTERESTS

Travel  
Music & television  
UNC basketball  
Cooking & baking