

## **KADEE JO JONES**

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### **PROFESSIONAL EXPERIENCE**

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#### **UTAH VALLEY UNIVERSITY, Orem, UT**

*Public Relations Specialist, Aug 2020 – present*

- Foster positive relationships with local and regional media by learning their positions and providing them with useful content
- Produce internal and external communications including two news articles and feature stories weekly that are distributed to the campus community and published online and on social media
- Deliver program information to the public by authoring and presenting press releases, three of which have been published by external media sources

#### **UTAH VALLEY UNIVERSITY, Orem, UT**

*Presidential Intern, May 2019 – May 2020*

- Analyzed student issues on campus by conducting primary and secondary research and orchestrated projects to address those issues
- Researched student density and debt in the nation and crafted a report that was sent to state legislators
- Promoted the part that UVU played in bringing the 68th Annual United Nations Civil Society Conference to Salt Lake City by creating content for official UVU pages that resulted in more than a thousand views

#### **UTAH STATE LEGISLATURE, Salt Lake City, UT**

*Legislative Intern, Jan 2019 – Mar 2019*

- Drafted 50 articles, letters, reports, and technical documents on policy and public affairs issues for my representative to use and for constituents in his district
- Conducted qualitative secondary research on a wide range of topics, including financial literacy and economic systems, that assisted my representative in passing a bill that expanded financial literacy education in Utah
- Assisted in managing a multi-million-dollar budget for the state of Utah by sitting in on budget meetings, curating daily spreadsheets, and collecting/summarizing all appropriations requests (more than 200)

#### **SWIRE COCA-COLA USA, Draper, UT**

*Social Media Manager, Aug 2018 – Nov 2018*

- Strategically planned, implemented, and monitored the client's social media, increasing followers by 100 in one day
- Engaged social media audience by developing visually appealing images and captions that converted followers into customers and coordinated with marketing department
- Managed official Swire Coca-Cola USA Instagram, Facebook, and Twitter pages using the vanity metrics and analytics tools for each app

#### **LEHI FREE PRESS, Lehi, UT**

*Reporter & Office Manager, Aug 2016 – Dec 2018*

- Investigated important community issues and wrote more than 100 published news articles that were distributed in the Lehi and American Fork areas
- Managed a database of more than 1,500 subscriptions using Excel
- Wrote, edited, and produced stories for multiple platforms, including internet and digital channels

### **EDUCATION**

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#### **UTAH VALLEY UNIVERSITY, Orem, UT**

*Bachelor of Science in Communication, May 2021*

- Acted as a representative of 41,000 students as Miss Utah Valley University 2020
- Worked with members of the UVU Foundation Board as a foundation ambassador and implemented engagement opportunities for businesses by creating the “friend of UVU” campaign
- Completed high-impact projects, like highlighting student stories and conducting research on student issues, and worked with members of the president's cabinet as a presidential intern
- Bridged the gap between higher education and industry as an innovation catalyst where I acted as the chairman of communication for the initiative and worked on the COVID best practices for business and technical opportunities in rural Utah projects
- Drove engagement rates by promoting and managing the @UVUstudents account with 10.7k followers
- Analyzed industry trends and invested in startup companies as a student on the Wolverine venture capital Fund
- Featured author in the Journal of Student Leadership Volume I Issue II
- PRSSA member, and one of 10 students selected to represent UVU at the 2020 International PRSSA Conference