

Leverne Kenneweg

Communications Specialist

Profile

Results-driven Communications Specialist with 2 years of experience in developing and implementing strategic communication plans to drive organizational growth. Proficient in content creation, social media management, and public relations. Adept at building strong relationships with internal and external stakeholders to enhance brand awareness and improve overall communication efficiency.

Employment History

Communications Specialist at A-Plus Communications, SD

Mar 2023 - Present

- Successfully increased A-Plus Communications' social media following by 35% within a 6-month period, resulting in higher brand visibility and engagement.
- Developed and implemented a comprehensive internal communication strategy that improved employee satisfaction by 25% as measured by annual surveys.
- Coordinated a PR campaign for a major product launch that generated 50+ media placements and increased sales by 15% within the first quarter of the release.

Associate Communications Specialist at SDN Communications, SD

Jul 2021 - Feb 2023

- Successfully increased customer engagement by 35% within the first year by developing and implementing a targeted digital marketing strategy, which included social media campaigns, email newsletters, and blog content tailored to SDN Communications' audience.
- Spearheaded the redesign of SDN Communications' website, resulting in a 50% increase in user traffic and a 25% reduction in bounce rate within six months of launch, ultimately leading to higher lead generation and customer conversions.
- Implemented an internal communications program that improved employee satisfaction by 20% and reduced turnover rate by 15% in one year, through the creation of a company newsletter, regular updates from senior leadership, and team-building events.
- Secured coverage for SDN Communications in top industry publications, including a feature story in Telecoms News, leading to a 10% increase in brand awareness and a 5% growth in new business inquiries within three months.

Education

Bachelor of Arts in Communications at University of South Dakota, Vermillion, SD

Aug 2016 - May 2021

Relevant Coursework: Mass Media and Society, Interpersonal Communication, Public Speaking, Media Ethics and Law, Digital Storytelling, Social Media Strategies, Intercultural Communication, Public Relations, Advertising, and Journalism.

Details

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Links

[linkedin.com/in/levernekenneweg](https://www.linkedin.com/in/levernekenneweg)

Skills

Copywriting

Social Media Management

Public Relations

Crisis Management

Content Creation

Adobe Creative Suite

Search Engine Optimization

Languages

English

Mandarin

Hobbies

Photography

Creative writing

Podcasting