

# KAYLA KRUEGER

## CONTACT

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## EDUCATION

### UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATION

Spring 2024 Candidate for Bachelor of Arts in Journalism with writing and visual concentrations, and a minor in Political Science

### CLARK HONORS COLLEGE

Authored Honors Thesis on the Gender Dynamics of the Rock and Roll Music Industry

## SKILLS

- Marketing and Communications
- Social Media Management
- Writing and Copy-Editing
- Strategic Planning
- Public Entertainment
- Live Broadcast Direction
- Proficiencies in WordPress and Adobe Creative Cloud
- Fluent in French
- Innovation and Creativity

## PUBLICATIONS

- FLUX Magazine
- Align Magazine
- Green Eugene
- KWVA Music Blog

## CREATIVE

- Guitarist and Manager of GrrlBand  
An all-female rock band based in Eugene, Oregon

## ABOUT ME

An optimistic, hard-working person with a passion for all-things creative. I combine my interpersonal and critical thinking skills to be the best collaborator. I strive to uplift my peers in and out of the workplace. Outside of the professional world, I am a lover of live music, guitar, art, nature, running, and reading.

## WORK EXPERIENCE

### MARKETING COORDINATOR

The Community Center for the Performing Arts - WOW Hall (Eugene, OR) - February 2023 - Present

- Head of Marketing for a nonprofit concert venue
- Supervised and organized content for the website, social media channels, and internal communications
- Managed Instagram and Facebook with over 28,000 followers
- Increased email engagement by 400%
- Engaged with the local music community to book shows

### DJ DIRECTOR

KWVA Eugene 88.1 FM (Eugene, OR)  
December 2021 - Present

- Managed team of over 100 student and community member DJs
- Operated KWVA's 24/7 on-air programming
- Worked with local venues and organizations to host events, record on-air promotions,
- Hosts a weekly radio show every Friday from 12pm - 2pm

### FLORIST

Gray's Garden Center (Eugene, OR) - June 2020 - May 2021

- Created floral arrangements for events including weddings, funerals, and local benefits
- Trained other florists on the fundamentals of floral design
- Managed orders and communicated with local vendors to ensure quality product
- Delivered arrangements around the Eugene - Springfield area

### WRITER AND COPY EDITOR

- Executive copy editor for Align Magazine Fall 2021 - Spring 2022
- Concentrations in music, sustainability, fashion, and politics
- Authored a long-form feature piece on a local music nonprofit for FLUX Magazine

### ACADEMIC SENATOR AND OMBUDSPERSON

Associated Students at the University of Oregon (Eugene, OR) - June 2021 - May 2023

## REFERENCES

- Deborah Maher - Executive Director of the WOW Hall: (240)-441-3399 / [director@wowhall.org](mailto:director@wowhall.org)
- Skyeler Williams - Booking Manager at the WOW Hall: (541)-570-5377 / [booking@wowhall.org](mailto:booking@wowhall.org)