

Kendall Rapp

Creative communicator blending graphic design, public relations, and digital storytelling to craft strategic, audience-driven content across platforms.

Washington, D.C.

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EXPERIENCE

Families4Families, Bethesda, MD — *Social Media Intern*

JAN 2026 - PRESENT

- Grew Instagram post views by 199.5% and TikTok post views by 171.7% in 90 days by scaling content output to 3x/week on Instagram and 4–5x/week on TikTok for a ~1,400-follower nonprofit account.
- Produced a reel that reached 17,916 views, 10x the account average, by applying a playful storytelling framework to informational content.
- Developed two platform strategy documents for Instagram and TikTok, including competitor audits, content pillars, and 90-day targets, approved by organizational leadership and the nonprofit's founder.
- Diagnosed a 53% engagement rate drop through performance auditing and built a full data-backed content strategy in response, presented to and approved by senior leadership.

Poston Communications, Washington, D.C. (Hybrid) — *Public Relations Intern*

MAY 2025 - NOV 2025

- Achieved ~20% editor response rate, 2–3x the industry average, by independently managing two full healthcare pitching campaigns across ~30 targeted media contacts.
- Secured national media placement in Bisnow by crafting a targeted pitch that earned a same-day response from a hard-to-reach editor, resulting in a direct attorney quote.
- Contributed to 5 regional and trade placements, including Charlotte Business Journal, by drafting a client-ready press release adapted across industries from legal to real estate.
- Informed client positioning strategy across 3 practice groups and 10 attorneys by auditing 30–50 competitor media profiles, identifying thought leadership gaps and pitch opportunities that directly shaped the team's content and outreach roadmap.

SOC3: Storytelling for Changemakers, Washington, D.C. — *Creative Strategist*

AUG 2025 - DEC 2025

- Presented a Holiday Inn 75th Anniversary campaign to ~10 IHG marketing and communications stakeholders, receiving direct client praise for the website design and nostalgia-driven concept.
- Designed and built a Holiday Inn 75th Anniversary website prototype in Wix as the campaign's hero digital deliverable, one of 4 total creative outputs produced across two real clients.
- Built a comprehensive social media toolkit for Tudor Place from scratch, including a content calendar, brand kit, microinfluencer list, caption and hashtag library, and post mockups.
- Developed audience pain point analysis and creative frameworks for a Gen-Z-targeted, multi-platform Holiday Inn campaign spanning Instagram, TikTok, and YouTube.

SKILLS

- **Mastery – Graphic Design Software**
 - Canva; Adobe Photoshop, Illustrator, InDesign, Figma
- **Advanced — Social Media & Content Strategy**
 - Meta Business Suite, Instagram Insights, TikTok, content calendars, trend analysis
- **Proficient — Public Relations & Media**
 - Media pitching, editorial calendar management, UVPM/ROI tracking, messaging frameworks

EDUCATION

The American University, Washington, D.C. — *B.A.*

DEC 2026

- **MAJOR:** Public Relations
- **MINOR:** Graphic Design

ORGANIZATIONS

Delta Gamma — *Vice President of Programming*

JUL 2024 - NOV 2025

- Planned and executed chapter-wide events for 90+ members, including retreats, sisterhood activities, and Founders Day programming.