

Kyndie Jorgensen

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(417) 540-7817

EDUCATION: Utah State University

Major: Agriculture Communications

GPA: 4.0

Graduation Date: May 2025

Professional Summary: Highly motivated college student with a proven track record in organic and paid social media marketing strategies. Experienced in graphic design, website design, and public relations, with a passion for creating engaging content.

WORK EXPERIENCE:

American West Heritage Center Marketing Assistant (Wellsville, Utah) November 2024-current

- Enhance awareness and understanding of the nonprofit's mission by creating and managing ad campaigns, resulting in increased engagement and support for the American West and agricultural history of Cache Valley, Utah
- Create and manage ad campaigns for all of the events throughout the year. Manage the marketing budget and keep data to track performance and spending. Organized news appearances and interactions with influencers to boost our pages.
- Am consistently active on social media accounts to build a community of supporters and fulfill the nonprofit's mission.

Utah State Extension Farm Safety Social Media Manager (Logan, Utah) March 2024-January 2025

- Designed and created compelling content that increased awareness and resources for farm safety and emergency preparedness, leading to higher engagement on social media platforms.
- Manage two social media pages by maintaining content schedules, engaging with audiences, and researching events or news in farm safety or emergency preparedness.

Land O'Lakes Inc. Dairy Member Services Marketing and Communications Intern (Arden Hills, Minnesota) May-August 2024

- Built strong relationships with dairy cooperative member-owners, serving as their primary liaison to Land O'Lakes, and conducted research to develop new opportunities for member engagement.
- Developed a survey for dairy member owners and conducted interviews to better understand their needs, communication preferences, and experience with our current programs.
- Conducted research of similar dairy cooperatives to develop new opportunities to better serve our member owners.
- Worked with the animal care, sustainability, risk management, and products and services teams to better support the farmers.

In-Home Nanny (Logan, Utah) August 2022-November 2025

- Responsible for early morning care, transportation to and from school, and after school care of several elementary age children while practicing flexibility, patience and strong communication skills.
- Frequently adjust to various needs of working parents ensuring constant communication and logistical planning.

AWARDS AND SCHOLARLY OPPORTUNITIES:

Utah State University A-Pin Award Spring 2024 - Fall 2024

Utah State University College of Agriculture and Applied Science Dean's List Fall 2022, Spring 2024, Fall 2024, Spring 2025

American Farm Bureau MANRRS Fellowship Recipient (Omaha, Nebraska) March 2024

- Was selected as a fellowship recipient to attend the National Young Farmers and Ranchers conference.
- Participated in conference sessions, networking, and educational events.

Land O'Lakes, Rooted in Tomorrow, MANRRS Scholarship Recipient (Arden Hills, Minnesota) June 2023

- Selected from applicants across the country to receive a scholarship as well as a week long corporate experience at the Land O'Lakes Headquarters.
- Spent the week learning from, communicating with, and getting to know Land O'Lakes executives and dove deep into their business model and work as a company.

SKILLS AND SOFTWARE EXPERIENCE:

- Social media content creation
- Ad management and budgeting
- Graphic design and website design
- Video editing and photography
- Public relations
- Meta Business Suite
- Adobe Creative Cloud
- WordPress
- SPSS Analytics software