

# KENDRA SYRDAL

## SOCIAL & DIGITAL STRATEGIST

### PROFILE

---

Kendra Syrdal is a digital strategist, social director, and media partner based in Seattle. After leaving a career in performing, Kendra entered the digital media space where she has grown to be an overall expert in all things internet. She is passionate about community building, innovative branding, and social connection.

### EDUCATION

---

#### BACHELOR OF ARTS

**University of Montana, Missoula**  
Theatre Arts & Music

### CONTACT

---

701.388.9794

kendra@kendrasyrdal.com

Seattle, WA

[LinkedIn Profile](#)



### SOCIAL EXPERIENCE

---

#### SENIOR CONTENT & SOCIAL STRATEGIST (2023 - present)

#### Milli Agency, WA

Milli is award-winning, purpose-driven, creative agency specializing in strategy, content creation, and social media.

- Responsible for handling and collaborating on content and social strategy for clients varying from notable public figures, non-profits, CPG brands, and more
- Oversees storyboarding and treatment for social content
- Assists with direction and execution of client shoots
- Solely manages all influencer partnerships, both directly for clientele and within production for campaigns
- Single-handedly drove a reach increase of 1350% to a client's Facebook and 23% to Instagram in <1 year

## EXPERTISE

---

Digital Strategy

Social Media

Branded Content

Editorial Management

Content Creation

Ambassador Management

Influencer Relations

Audience Engagement

### **SOCIAL & CONTENT MANAGER**

(2022 - 2023)

#### **Farmhouse Fresh, TX**

Farmhouse Fresh is an editor and celeb favorite for not only their natural, beautiful skincare products but also their dedication to rescuing animals.

- Revised all social strategy for Instagram, Facebook, and Emails
- Oversaw all daily posting cross-platform
- Managed all contract freelance writers directly
- Increased Instagram reels views by 175%, story reach by 114% in <6 months
- Increased overall engagement from .1% to .7% in <6 months
- Responsible for the company's highest viewed and engaged organic content to date (55k+ views, 2200+ likes)
- Worked directly with Community Managers on building the "Farmie" affiliate and ambassador program from 6 members to 700+ in <6 months

### **SOCIAL DIRECTOR** (2021-2022)

#### **Bubble Beauty, NYC**

Founded in 2020, Bubble Beauty is bringing new-school skincare to fixing old-school skincare problems.

- Oversaw all social platforms (Instagram, TikTok, Facebook, Pinterest)
- Managed a community of 1500+ ambassadors
- Successfully grew accounts by 25k in <6 months
- Produced organic and paid viral content (851k+ views organically, 1ml+ paid)
- Worked closely with celebrity and influencer teams for collaboration
- Strategized new and innovative ways to engage with the Bubble fandom/audience

### **SOCIAL DIRECTOR** (2019-2022)

#### **Creepy Catalog, NYC**

Creepy Catalog is the leading source for horror and true crime entertainment on the web.

- Restrategized Creepy Catalog's Instagram leading to steady growth of 600+ follows per month
- Increased engagement to 2-3% from <1%, 115+ comments per post
- Increased story engagement to avg. 15k-18k per frame
- Grew TikTok following to 7k in <3 months
- Led the brand's first social campaigns with CBS and FX

## F.T. PUBS

---

The Huffington Post

Slate

Elite Daily

Buzzfeed

The Financial Diet

Thought Catalog

The Medium Homepage

## SKILLS

---

Wordpress

Social Media

SEO

Tribe Dynamics

GRIN

MELTWATER

Google Analytics

Canva

Studio

## REFERENCES

---

*Available upon request*

## ADDTL. EXPERIENCE

---

### SITE DIRECTOR

(2018 - 2021)

### The Thought & Expression Company, NYC

Founded in 2010, The Thought & Expression Company is a leading independent media company.

- Oversaw all editorial production
- Managed all freelance creators
- Campaign work with brands: Netflix, FX, Hulu, Amazon Studios, Ulta, Titos, and more.
- Produced content viewed by 30+ million monthly readers
- Consistently pushed for new extensions (ie: Substack, TikTok, Medium, and more)

### DIRECTOR

(2017 - 2021)

### Collective World, NYC

Collective World is a one-of-a-kind creative network connecting and championing writers and creators.

- Conceptualized and assisted founding in the network
- Built the social presence from the ground up to 258k followers/average engagement of 5-7%/6k+ new follows per month
- Oversaw a network of 40k+ members
- Created a substack of 23k subscribers/15% open rate

