

Kira Hoggan

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EDUCATION

Brigham Young University

BA: Communications, Emphasis in Public Relations

Minor in Digital Humanities

- GPA 3.7

Provo, UT

April 2024

EXPERIENCE

Marketing Communications Intern

City of Hurst, Parks and Recreation

June 2023-Aug 2023

Hurst, Texas

- Utilized Canva and Adobe Premiere to create 75 social media posts for Hurst Parks and Recreation to educate residents about upcoming community events or topics
- Wrote and published 5 articles for Hurst e-Newsletter and magazine to engage community members in important information and services
- Planned and executed a social media campaign to increase community participation in Park and Recreation month activities by administering surveys after 3 large scale events

Visual Communications Specialist

BYU Water Polo Club Team

Jan 2023-April 2023

Provo, UT

- Filmed and edited a long form video and 6 TikTok videos to increase awareness about BYU water polo club
- Recorded and conducted 5 interviews with members of the teams in efforts to educate the public about their experiences playing the sport

Social Media Strategist

Save the Great Salt Lake Campaign- Dr. Paul Cox

Jan 2023-April 2023

Provo, UT

- Produced and directed a long form video and 10 TikTok's to educate Utah residents of the Great Salt Lake's ecological and economic importance
- Interviewed environmentalists to implement research on the Great Salt Lake into media content that will persuade Utah residents to prioritize preservation

PR Measurement & Survey Team

United Way of Utah County

Sept 2022-Dec 2022

Provo, UT

- Created and distributed a survey for BYU Staff and Faculty to collect data on the motivations donors have towards charities
- Analyzed survey results to present recommendations on how the client can increase donations in the upcoming holiday season through special events and social media

PR SEO Analyst

The Other Side Village (TOSV)

Sept 2022-Dec 2022

Provo, UT

- Conducted SEO research to find useful insight on how TOSV can improve its current demand through search engines and media content and evoke positive public opinion regarding their homeless community in Salt Lake City

SKILLS

- Adobe Premiere Pro
- Search Engine Optimization (SEO)
- Social media content creation and analytics
- Canva
- Video shooting

ORGANIZATIONS

- Public Relations Student Society of America (PRSSA)
- BYU Outreach and Inclusion Association
- BYU Pacific Islanders Club