

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

BYU College of Nursing

Public Relations Specialist

- Executed a recruitment campaign to boost applications for the BSN Family Nurse Practitioner program by 50%, utilizing awareness strategies such as social media ads and networking with BYU alumni
- Achieved a 112% increase in Instagram engagement over 5 months, resulting in 400 new followers, by sharing content that reflected the college's values and highlighted student and faculty accomplishments
- Wrote articles on college news and achievements, including faculty interviews on their evidence-based research, published on the college website and slated for the college magazine

Sept 2023-Present

Provo, UT

City of Hurst, Parks and Recreation

Marketing Communications Intern

- 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
- Wrote 5 articles for Hurst e-Newsletter and magazine to engage community members in important information and services
- Utilized Adobe Creative Cloud and Canva to create social media posts to educate Hurst residents about upcoming community events or topics

May 2023-August 2023

Hurst, TX

Save the Great Salt Lake Campaign

Visual Communications Strategist

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

Jan 2023-April 2023

Salt Lake City, UT

United Way of Utah County

Visual Communications Strategist

- 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

August 2022-December 2023

Provo, Utah

SKILLS

- Adobe InDesign, Illustrator, Photoshop, and Premiere Pro
- Social media content creation
- Search Engine Optimization (SEO)
- APA Writing Style