KARA LOYD

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# EDUCATION

**Masters of education The pennsylvania state university**

Applied Youth, Family, and Community Education

2016-2018

*Relevant Coursework- program design and evaluation, adult education, nonprofit management, grant writing*

**Bachelor of Science in Journalism West Virginia University**

Visual Journalism, emphasis in design and multimedia

2012-2016

*Magna Cum Laude*

**Bachelor of Science West Virginia University**

Child Development and Family Studies, emphasis in Family and Youth

2012-2016

*Magna Cum Laude*

# EXPERIENCE

Graduate assistant Penn State College of Agricultural sciences

2016-2018

* Oversaw operations of the Penn State Ag Advocate program (volunteer group of high performing undergraduates selected to represent College of Ag Sciences)
* Planned and implemented College of Ag Sciences events, including Open House, Ag Day, banquets, and conferences
* Strengthened strategic marketing efforts through increased social media and video production for the Office of Undergraduate Education
* Developed and analyzed surveys for program evaluation

Communications intern WVU extension development office

2013-2016

* Primary author of *Development Quarterly*, a publication distributed to WVU Extension donors
* Coordinated direct marketing efforts for WVU Extension Service program unit
* Administered content for WVU Extension Service Development Office website
* Cultivated relationships with partnering organizations and donors

Health promotion intern wVU extension families & health unit

Summer 2016

* Designed and developed education print materials for Extension clientele, focused on nutrition and wellness
* Delivered and marketed “Rethink Your Drink” program through numerous community based events
* Edited and reviewed health based curriculum

extension camping instructor WVU Extension 4-H Unit

2013-2015

* Delivered Extension programming to 4-H members including diverse and underserved populations
* Collaborated with 4-H agents, camp directors, campers, families, and volunteers to ensure safe and meaningful camp experiences

# Skills

* Design Software including InDesign and Microsoft Publisher
* Survey Development and Analysis
* Experience with at-risk populations
* Microsoft Office Suite
* Video Production
* Social Media Strategy
* Community Organizing