

KAIA DIEDRICH

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Portfolio: kaiaelise.com/portfolio

SUMMARY

Creative and detail-oriented Digital Marketing student with hands-on experience in social media content creation, customer engagement, and storytelling. Proven ability to collaborate on campaigns, create engaging posts, and support event promotion. Strong communication skills, adaptability, and passion for employer branding and community-focused marketing.

EDUCATION

Associate Degree in Digital Marketing — Western Technical College (Expected April 2026, GPA: 4.0)

High School Diploma — Stone Wall Academy (2023, GPA: 4.0)

SKILLS

Social Media Content Creation • Employer Branding • Campaign Support • Storytelling • Clear Communication • Adaptability • Organization • Creativity • Customer Engagement

RELEVANT EXPERIENCE

Western Technical College — Western Scout (Jan 2026 – Present)

- Lead campus tours and highlight campus culture
- Greet visitors and manage front-desk communication

Student Social Media Team — Western Technical College (Aug 2025 – Present)

- Create social media content for campus initiatives
- Assist with event promotion and branding collaboration

Camp Fairwood — Assistant Horse Wrangler (Summer 2025)

- Provided daily horse care and guided youth trail rides
- Maintained safety standards

Fjordane Folkehøgskule — Student Barista (2023–2024)

- Prepared espresso drinks and delivered customer service

Paradise Paws Camp & Resort — Dog Handler (2021)

- Supervised dogs and maintained sanitation standards

LEADERSHIP & CERTIFICATIONS

President, Western Dungeons and Technical Dragons Club (2024–2025)

Social Media Marketing (Stukent & HubSpot) • Content Marketing (HubSpot) • Marketing Principles & Market Research (Stukent) • EMC Equine Massage Certification (Therasage)