

Kira Gendjar



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kgportfolio.com

Journalism graduate specializing in editorial design, digital content, and writing. With hands-on experience in print layout, SEO-driven publishing and brand visual identity, I have the skills to intertwine design and content to produce compelling visual communications.

EDUCATION

Michigan State University

- BA: Journalism
- Concentration: Media Design
- Minor: Media Photography
- Graduated: May 2026

AWARDS

SPJ Mark of Excellence Award

- “A Day Well Lived”
- 2025 Society of Professional Journalists, Region 4 Best Use of Multimedia winner

SKILLS

Design & Layout:

- Adobe: InDesign, Illustrator, Photoshop, Dreamweaver
- HTML/CSS

Editorial:

- Writing
- SEO optimization
- Fact-checking
- Style guide adherence
- Story development

Photography:

- Photojournalism
- Visual composition
- Photo editing

RELEVANT COURSEWORK

- Advanced Photojournalism
- Designing for Media
- Design for Web and Mobile Devices
- Editing for Print and Digital
- Information Graphics

PROFESSIONAL EXPERIENCE

Page Designer of Detroit Dialogue

Michigan State University

November 2024 - May 2026

- Designed and executed the layout for 8–24 page print and digital newspapers using Adobe InDesign, managing complete design production
- Applied design hierarchy principles to guide reader flow, making intentional choices around typography, image cropping and visual balance across each layout
- Collaborated with editorial peers to uphold design quality and ensure visual consistency across every issue while maintaining strict 7-day turnaround cycle

Digital Editorial Intern

Hour Detroit

January 2023 - April 2023

- Wrote and published digital articles tailored to the Metro-Detroit audience, maintaining the brand’s established voice and style guide
- Pitched original story ideas and participated in editorial meetings, contributing concepts curated for local readership demographics
- Implemented SEO best practices—including keyword strategy and metadata optimization—to increase content discoverability and drive audience growth
- Fact-checked and verified source accuracy across content produced to uphold ethical journalism

Marketing Intern

AJ Danboise

April 2022 - August 2022

- Wrote and designed customer-facing email campaigns using ServiceTitan and Canva, balancing persuasive copy with on-brand visuals
- Analyzed social media insights during monthly analytics reviews, contributing strategy recommendations to improve engagement
- Contributed to a brand modernization initiative by refreshing visual assets while preserving the company’s established identity and tone