

Kensie Darst-Todd

Lubbock, Texas | kensiedarst.wordpress.com | (417) 229-5606

Education

Texas Tech University, Lubbock, TX
Master of Science in Agricultural Communications

Expected Graduation: **May 2025**

Missouri State University, Springfield, MO
Bachelor of Science in Agricultural Communications

Graduated: **Dec. 2023**

Work Experience

Research Graduate Assistantship

Davis College of Agriculture, Lubbock, TX

January 2024 – Current

- Assist in outreach and engagement projects to reach audiences associated with the college
- Conduct research studies on the impact relations of media in production agriculture

PRCA Freelance Writer

Professional Rodeo Cowboys Association, Colorado Springs, CO

July 2024 – Current

- Interview rodeo contestants about their wins and involvement in the sport
- Write compelling news and feature stories about each rodeo contestant

World Championship Ranch Rodeo Media Internship

Working Ranch Cowboys Association, Amarillo, TX

Nov. 2023 – Current

- Covered media through footage of each rodeo performance, facilitated sponsorship relationships and maintained social media application updates
- Assisted in social media analytics, content creation, and engagements with 40.5K followers

Communications and Marketing Graduate Assistantship

Darr College of Agriculture, Springfield, MO

Sept. 2021 – Dec. 2023

- Write episode scripts and host monthly podcast episodes to highlight events on campus
- Develop content through photography and videography to market the college

Leadership Experience

National Agricultural Communicators of Tomorrow

National President

Aug. 2023 – Aug. 2024

- Work alongside four officers to guide the national organization in yearly activities
- Facilitate business relationships with notable agricultural media sponsors

Darr Difference Editorial Team

Managing Editor

January 2023 – Aug. 2023

- Direct six fellow writers to cover current stories in the Darr College of Agriculture
- Assist the editorial board to produce quality content for the magazine

Sigma Alpha – Alpha Xi

Chapter President

Nov. 2022 – Nov. 2023

- Work alongside five executive officers to guide the chapter in yearly activities
- Coordinate events to develop professional qualities for our members

Honors

Mid-America Student Production Multimedia Journalist EMMY Award Winner	2024
Distinguished National Agricultural Communicators of Tomorrow Member	2024
National ACT Critique and Contest First Place for Social Media Post	2024
Missouri State Darr College of Agriculture Outstanding Senior	2023
National Sigma Alpha Third Place for Outstanding Leadership	2023
Montana Silversmiths Pursuit of Excellence Scholarship Winner	2022
Mizzou CAFNR Outstanding Freshman Award	2020