

The West Bloomfield School District hires Kendra Montante as the new Public Relations and Marketing Coordinator

West Bloomfield, MI -- On Monday, November 22, 2021, the Board of Education for the West Bloomfield (WB) School District approved the hiring of Kendra Montante as the District's new Public Relations and Marketing Coordinator.

The Public Relations and Marketing Coordinator is responsible for the development and implementation of the District's communication, marketing, and public relations plan under the direction of the Deputy Superintendent Eric Whitney. She will handle all aspects of District communication, strategic marketing, media relations, community concerns, WB initiatives, events, civic activities, social media, and graphic design. Among her other duties, she will also participate in the District's Strategic Plan.

Previously, Montante was a Communication Specialist for Farmington Public Schools. No stranger to the District, Montante was an active WB parent, Parent Communication Network (PCN) Representative, and PTA Board Member for several years. WB hired Montante to complete a comprehensive marketing system in 2015. Additionally, Montante was a Marketing Consultant for Oakland Early College for several years, where she created and implemented a strategic marketing plan which increased enrollment by 20%. Prior to working for West Bloomfield, Montante was the Director of Marketing and Communications for the WAY Program. She has served in numerous roles throughout her career including administrator, teacher, counselor, and marketing executive.

Montante earned her Bachelor of Arts in Sociology from San Diego State University. She went on to obtain her Elementary Teaching Certification and her Master's of Science in Educational Leadership from Madonna University.

"WB has always held a special place in my heart. I am thrilled and honored to have the opportunity to serve the students, families, staff, and this community again," stated Montante. "I look forward to building upon the wonderful relationships and partnerships that I have in the community. WB is known for excellence and innovation, and I cannot wait to showcase all of the wonderful things the District has to offer."

"Kendra has always had a passion for communication, public relations, and marketing which is evident in her work," stated Superintendent Gerald Hill. Her positive nature, creativity, and keen thinking are only a few of the reasons she was selected for this position. "We are delighted to have her back in WB!"

The West Bloomfield School District welcomes Kendra Montante to her new role. To learn more about the West Bloomfield School District, visit www.wbsd.org/.