

COURTNEY KENNEDY

◆ PUBLIC RELATIONS & MARKETING ◆

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(561) 289-6223

EDUCATION

2012 - Auburn University
2016 Bachelor of Arts in
Public Relations,
Minor in Marketing
Cum Laude

SKILLS

- Social media monitoring and Google Analytics
- Video production and editing
- AP Style
- Hubspot Inbound Marketing certified
- Hootsuite social media marketing certified
- Adobe Creative Cloud- Indesign, Dreamweaver, Photoshop
- HTML/CSS website design
- Customer service

HONORS

Lambda Pi Eta Honor Society
Recipients are in the top 35% of their class while maintaining an exceptional grade point average as well as demonstrating a commitment to the field of communication.
2015 - 2016

Public Relations Student Society of America (PRSSA)
Member
2014 - 2016

Social Media Intern

Anthropologie
Philadelphia, Pennsylvania
June 2016 - Nov 2016

- Assist in management of and content creation for all social media channels with an audience of over 4.4 million
- Work with various analytics programs to actively monitor engagement, growth and sales
- Compile weekly reports of emerging user generated content trends and top demand driven images
- Update and maintain the user generated content gallery on site
- Engage with consumers on social channels via liking, commenting and replying to messages
- Research and identify social influencers and assist in creating partnerships and planning events

Digital Media Intern

Auburn Alumni Association
Auburn, Alabama
Jan 2016 - April 2016

- Developed and carried out strategic plans for two major events
- Created and expanded content with written posts and photography for all social media platforms with an audience of over 67,000
- Assisted with compiling monthly trends, analytics, SEO and e-broadcast metrics
- Presented insights, research of new trends and campaign strategic plans to team bi-weekly

Creative Communications Intern

Lilly Pulitzer
King of Prussia, Pennsylvania
May 2015 - Aug 2015

- Assisted in creating visual content, copy and campaigns for all social media platforms with an audience of over 2.3 million
- Tracked weekly impressions, traffic, audience and engagement statistics
- Updated and evolved the influencer database by tracking and discovering fashion blogs and digital and social influencers
- Managed and sent out physical samples for PR, blogger and influencer requests
- Created storyboards of Snapchat concepts and interacted with consumers through the "Lilly_Pulitzer" Snapchat account
- Formulated a marketing plan for a capsule collection designed by the 2015 Lilly Pulitzer interns

Marketing Intern

Verge Pipe Media
Auburn, Alabama
Jan 2015 - April 2015

- Maintained company blog by writing biweekly blog entries
- Collaborated with clients to enhance company productivity
- Created promotional videos using editing equipment to efficiently market the agency, clients and upcoming events
- Learned and became certified in inbound marketing

Social Media Director

The Odyssey
Auburn, Alabama
Oct 2014 - April 2015

- Managed the Auburn University chapter's Facebook and Twitter accounts
- Tracked weekly impressions, followers and engagement statistics
- Increased site traffic through social media marketing tactics
- Wrote bi-weekly articles for the publication
- Wrote the most shared article for the month of November 2014.

LEADERSHIP EXPERIENCE

Director of Campus Outreach
Alpha Xi Delta
Auburn University
Nov 2014 - Dec 2015

- Planned social media, handouts, flyers, organizational visits and all other marketing and public relations strategies to increase philanthropy awareness and promote attendance at events

Social Media Chairman
Alpha Xi Delta
Auburn University
Jan 2013 - Jan 2014

- Created Facebook, Twitter and Instagram accounts for the Auburn University chapter of Alpha Xi Delta
- Managed and planned all content for all social media channels
- Developed a sisterhood spotlight campaign that is still utilized by the chapter
- Maintained the chapter's website

Marketing Team
Student Government Association
Auburn University
May 2013 - May 2015

- Met weekly with a group of students to brainstorm efficient ways to promote Student Government events
- Produced and edited promotional videos to inform the student body on upcoming Student Government events and university happenings