

# MORGANKENNEDY



morgankennedy.me



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602.334.7509

## EDUCATION

### Arizona State University

Bachelor of Arts, Design Management

Minor, Psychology

Tempe, AZ

Class of 2014

Coursework: Web Programming, Web Design, Design Entrepreneurship, Design and Human Behavior, Social Psychology, Marketing, Economics, Research Methods, Statistics

## SKILLS

**Web Development** HTML5, CSS3, JavaScript

**Visual Design** Photoshop, Illustrator, InDesign, Lightroom, Balsamiq Mockups

**Design Thinking** Ideation, Prototyping, Storyboarding, UX/UI Design, QA & Usability

**Marketing** Social Media, Strategy, Analytics, Email Marketing, Advertising, Blogging

## PROFESSIONAL EXPERIENCE

### Whistle Labs, Inc.

Marketing Intern

San Francisco, CA

May - July 2013

Executed product marketing strategy for the launch of Whistle's pet activity monitor as one of a two-person marketing team. Focused on social media marketing including content creation and curation, user engagement campaigns, analytics and tracking, and influencer outreach. Created visual assets and copy for blog, email marketing, and physical collateral.

Marketing efforts resulted in 590 devices pre-ordered within first 3 months, 4,555 Facebook likes, 422 Twitter followers, 90 Pinterest followers, 130 Instagram followers, and 580 thank you packages sent to founding hounds.

Applications: UberVu, Woobox, Mention, MailChimp, Klout, Awe.sm

### Jade Studio Productions

Creative Intern

San Francisco, CA

June - August 2011

Edited and retouched photos, designed album layouts, and produced final products for photography & design studio on Treasure Island. Provided recommendations for marketing strategy based on analysis of competitors' advertising and brands.

Skills: Photoshop CS5, Adobe InDesign, Adobe Illustrator

## INTERESTS

Photography, music, fashion, animals, behavioral psychology, travel, history, art, movies, food, organization, yoga, interior design, entrepreneurship, web design & programming