

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 392 devices pre-ordered within first 3 months, 2,304 Facebook likes (300% increase), 399 Twitter followers, and 500 thank you packages sent to founding hounds. Try to include stats for Facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram

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