**Will Kenworthy**

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**EDUCATION**

**Berry College**|Mount Berry, GA May 2019

**Campbell School of Business** Dual Degree *Bachelor of Science in Management and Marketing*

**PROFESSIONAL EXPERIENCE**

**Livingston HealthCare** | *Marketing and Communications Coordinator* | Livingston, MT 2019–Present

* Spearheaded and created content for social media campaigns that resulted in a 300% increase in engagement.
* Produced graphics, video, and written content
* Fostered relationships with community members leading to engaging patient stories.
* Explored and developed new marketing strategies while tracking and reporting current campaigns to leadership teams.

**Response Mine Interactive**| *Digital Media Trainee* | Atlanta, GA Summer 2019

* Completed comprehensive internship with premiere digital media agency covering Paid Social, Display, Search, PPC campaigns, and account management.
* Was offered a full-time position at the agency after completion of program.

**Harbin Clinic**|*Marketing Intern* | Rome, GA Summer 2018

* Orchestrated multi-departmental media team with local leadership that produced a commercial that aired to more than 4.5 million people across Georgia.
* Facilitated and implemented company-wide employee appreciation internal marketing campaign distributed to 45 different practices.
* Expanded corporate sponsorship packages by 18%, spearheading partnerships with over 20 partners while effectively supervising cross-departmental collaboration to deliver specialized content.

**Rally-Up!** | *Co-Founder* | Rome, GA 2017 –2018

* Eliminated $1,000 in start up costs by negotiating contracts with multiple vendors, while ensuring quality business to business service and satisfaction.
* Sold company and all remaining inventory within first year.

**Berry College Student Government Executive Board** |*Vice President of Administration* | Atlanta, GA 2017-2018

* Chaired and organized meetings and public relations events with over 150 workers.
* Lead as student representative to the Dean of Students, Provost, and President of the College.
* Directed staff of twelve officers, planning quarterly projects interacting with over 2,300 students.

**Self-Lead Projects**

* Created website with improved SEO for non-profit Hospitality House Rome.
* Built personal website using HTML, CSS, and JS.

**LEADERSHIP EXPERIENCE**

**Berry College Student Conduct Board** |*Student Representative*  2016-2017

* + Appointed by Dean of Students per recommendation of student body president to review student conduct.

**Budget & Finance Committee** |*SGA Representative*2017-2018

* + Collaborated with student club presidents on budget allocations.

**Berry College Football** |*Member* 2017-2018

* + Four-year member of three-year conference championship team.

**Academic Council** |*Student Representative*2017-2018

* + Served as the student liaison on a board of Provost, Deans of Schools, and professors to collaborate and give feedback on policy changes to academic coursework.

**SKILLS**

**Software:** EMT, Adobe Suite, Microsoft Suite, Wordpress, Python, Google Analytics, Tableau, Facebook Analytics, HTML