

KAT KENNEDY

1713 Luton St., Unit B, Nashville, TN, 37207 • (561) 596-4975 • kmusic22@gmail.com

Highly versatile, results-oriented professional with a history of supporting and leading marketing efforts in fast-paced, deadline-driven environments. Reputation for demonstrating strong adaptability to change, with a solid background in taking direction and working intuitively to advance objectives. Exceptional leadership, time management, and organization skills. Commitment to executing strategic initiatives in order to execute organizational goals and maximize overall efficiency effectively. Recognized for extraordinary talents in handling multiple tasks and prioritizing needs to ensure responsive experience in the achievement of organizational goals. Demonstrated passion for elevating success and environments, while leveraging a dynamic background in digital marketing, customer service, and office management.

Portfolio Link: <https://katkennedy.journoportfolio.com>

LinkedIn Profile: <https://www.linkedin.com/in/kat-kennedy-13a020135/>

AREAS OF EXPERTISE

Digital Marketing | SEO | Content Creation | Social Media Marketing | Copywriting | Public Relations | Strategic Analysis
Google Ads | Email Marketing | Problem Resolution | Systems Development
Interpersonal Communication | Graphic Design | Project Management | Customer Service | Process Improvement

PROFESSIONAL EXPERIENCE

NativePath, Nashville, TN

2023- Present

Content Associate

Successfully managed the daily operations of our website and blog campaigns, focusing on enhancing search engine optimization (SEO), establishing credibility, and driving revenue growth.

- Ideated, wrote, edited, and published 8 blogs a month to the website.
- Wrote accompanying social media posts for each blog article using current best practices.
- Updated old blogs with the most current research and SEO best practices to increase credibility and sales.
- Managed a team of freelance writers and medical reviewers.
- Accounted and approved all invoices for freelancers.
- Tracked and presented website and blog metrics each month, including visits, sales, and revenue.
- Wrote website copy for product display pages.
- Wrote copy for website PDP thumbnail images.
- Wrote Amazon Marketplace and A+ content including product descriptions and thumbnail copy.
- Ensured that all copy met compliance standards for the FDA, as well as Amazon and independent retailers like Walmart.

TAG, Davenport, IA

2022- 2023

Content Specialist

Managed multi-channel marketing campaigns for over 40 different clients on a day-to-day basis. Implemented innovative marketing strategies to generate brand awareness and growth for clients.

- Ensured the timely and successful delivery of collateral according to customer needs and objectives.
- Communicated the progress of monthly/quarterly analytics clearly to internal and external stakeholders.
- Tracked key account metrics to provide new strategies and marketing opportunities to clients.
- Updated job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations.
- Enhanced department and organization's reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Nashville MMA, Nashville, TN

2019-2021

Assistant Manager & Head of Marketing

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Managed the day-to-day operations of the gym as well as planned for future goals. Enhanced quality of customer service by strengthening client relationships, resolving issues, and liaising between customers and the gym. Implemented innovative marketing strategies to generate loyal clientele and sustain repeat business. Earned a reputation for exceeding sales goals and creating long-term customers by building highly empathetic client relationships.

- Ensured superior client experience by delivering communication, customer support, and brand representation
- Redesigned the website and implemented new software and procedures to help the gym run more efficiently
- Wrote, edited, and designed blogs, weekly emails, newsletters, social posts, and direct response templates.
- Grew social media following on multiple platforms exponentially and managed numerous PR incidents
- Assisted the manager and owners with time management, scheduling, event planning, and other administrative tasks
- Consistently set new sales records/reduced cancellations to grow the gym from 200 members to over 600 in less than a year
- Collaborated with UFC fighter Michael Chandler to create social media and promotional materials

KBK Communications, Tampa, FL

2017 - 2019

Digital Content Coordinator

Spearheaded delivery of high-quality, personalized, and timely digital content for a variety of clients. Implemented creative content strategies to generate loyal clientele and sustain repeated business.

- Played an integral role as a liaison between clients and the company.
- Assisted in creating comprehensive and customized digital marketing plans to maximize clients' time, resources, and goals.
- Managed a team of freelance writers, photographers, videographers, and graphic designers to ensure the production of high-quality and timely marketing collateral.
- Wrote, designed, and edited a variety of content to hit predetermined KPIs.
- Hubspot certified

The University of South Florida, Tampa, FL

2016 - 2018

Graduate Teaching Assistant

Served as a liaison between the professor and students. Fostered open communication and positive relationships with students as they navigated their college experience during the semester and beyond. Managed student appointments and class structure/organization.

- Managed professor's daily and weekly calendar
- Answered emails and phone calls on behalf of the professor in a professional and polite manner
- Curated daily online communication with students

EDUCATION

Master of Science Marketing

The University of South Florida | Tampa, FL

Certification in Digital Marketing

Bachelor of Arts Studio Art

The University of South Florida | Tampa, FL

Graduated with Honors

Bachelor of Science in Marketing

The University of South Florida | Tampa, FL

Graduated with Honors

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CERTIFICATIONS

Google Ad Certification

Google | 2017-Present

Personal Training Certification

NASM | 2019-Present

Sports Nutrition and Personal Training

NCSF | 2021-Present