

# KENNEDY THOMPSON

Brand Strategist  
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## SCHOOL

**VCU Brandcenter, May 2023**  
Masters in Business/Branding  
Concentration: Strategy  
Live Client Winner: Upwork

**UNC Chapel Hill, May 2017**  
Major: Psychology  
Minors: Art History and PR  
Graduated with Distinction, Honors Carolina Program

## WORK

### **Insight & Experience Strategy Intern | Johnson & Johnson | New York City | June 2022 - August 2022**

- › Conducted in-depth social listening in order to build personas of MedTech professionals
- › Created a messaging strategy and led the creative development of an internal employee engagement campaign
- › Led a team of undergraduate interns in crafting a digital signage strategy to create connection across all J&J offices

### **Marketing Specialist | Harris Williams | Richmond, VA | June 2017 - Present**

#### Brand Management:

- › Create brand guidelines and key messaging, gaining leadership approval and firmwide adoption
- › Oversee design and project management of corporate presentation templates and pitch content

#### Creative Development:

- › Design or steer creative direction of digital and print materials with constant A/B testing
- › Manage relationship with the firm's graphic design agency and photographer

#### Content and Digital Marketing:

- › Publish an average of 50 content pieces per year, ensuring optimal UX and editorial design
- › Produce employee-focused content (e.g., HW Identity Interview Series and recruiting materials)

### **Marketing Consultant | Overstock Upholstery Fabric | High Point, NC | March 2021 - Present**

- › Craft brand guidelines and materials, including logo, visual identity, business cards, direct-mail cards, etc.
- › Manage Instagram and email marketing

## SKILLS

- › Adobe Creative Suite
- › Brand Strategy & Positioning
- › Brandwatch & Talkwalker
- › Comms Planning
- › Creative Briefs
- › Google Ad Certified
- › Presentation Design & Delivery
- › Project Management
- › Qual & Quant Research
- › Video Editing

## FAVORITES

- › Place: The dance floor
- › Book: Play It as It Lays, Joan Didion
- › Photographer: Chris McCaw
- › Podcast(s): Las Culturistas & Throughline
- › Weekend Activity: Texas Hold'em
- › Band: Mipso
- › Hike: Delta Lake, Wyoming
- › Yoga Pose: Sirsasana
- › Chef: Samin Nosrat
- › Furniture Designer: Verellen