



Kendall Platt

Creative Strategist | Content Creator

Contact

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kendallplatt31@gmail.com

Portfolio

studiobykendall.com

Social

[LinkedIn](#)

[Instagram](#)

CREATIVE STRATEGIST + CONTENT CREATOR

Combining a strategic mindset with creative flair, my dual background in strategy and creative forms the foundation of all my work. As a content creator, I excel in art direction and crafting captivating narratives that actively engage users and foster genuine connections. As a strategist, I leverage research, data-driven insights, and trend forecasting to enhance user engagement, elevate brand awareness, and drive creative development. By combining strategy and creativity, I develop holistic solutions that deliver impactful campaigns.

Experience

Sr. Social Media Content Creator and Coordinator

Well Pleased Consulting

Aug 2023 - Present

- Miro
 - Led coordination with Miro stakeholders to craft, edit, and schedule social posts across LinkedIn, Instagram, TikTok, Twitter, Threads, Facebook, and Pinterest.
 - Conducted comprehensive social media audits and delivered monthly analytics reports with actionable recommendations for campaign improvements.
 - Acted as the Gen-Z voice, staying ahead of emerging social trends to ensure content relevance.
 - Proactively managed and resolved any issues across organic channels, maintaining brand reputation.
- Hidden Doorways Travel Agency
 - Conducted a thorough social media audit of all platforms and presented strategic recommendations based on the findings.
 - Developed engaging content and copy, ensuring a consistent online presence through effective content calendar management.

Digital Marketing Intern

Enilon Digital Agency

Jan 2023 - May 2023

- Researched new B2B tactics, and assisted with developing stronger social strategy on various platforms.
- Utilized industry trends and data-driven insights to create organic social content including: videos, motion graphics, and infographics across platforms: LinkedIn, Instagram, Facebook, and TikTok.

Creative Marketing Intern

BuDhaGirl

June 2022 - Aug 2022

- Researched and forecasted trends across various social media platforms. Monitored patterns of competing brands.
- Tracked and reported analytics across all social platforms. Pitched ideas for new content and strategies.
- Created Instagram stories, reels, and posts daily. Developed a Pinterest account and created content for various boards daily.
- Assisted in photoshoots. Created idea boards, collected product photography inspiration, and styled products for shoots. Captured behind-the-scenes content for future reels.
- Reached out to potential influencers, and organized products for gifting.

Education

BFA Social Strategy and Management

Savannah College of Art and Design

June 2023

Technical Skills

Photoshop, Illustrator, Indesign, Premiere Pro, Canva, Capcut, Mood boards, Campaign Pitch Decks, Visual Presentations, Short-form Video Content, Data Visualization, SEO, Analytic Tracking & Reporting.

Projects

Brand Awareness Social Campaign

Developed a 4-week awareness social media strategy. Created motion driven and still content across Facebook and Instagram. Increase Aalia's Instagram followers by 65 (a 0.9% increase), and increased Facebook fans by 9. (from 150 to 159) during the month-long campaign.

[Project Link](#)

Brand Launch Campaign

Play-PKL

Worked with Play-PKL to develop a social media strategy for brand's launch. Created content that focused on building a community and being a resource for those learning to play pickleball. Set measurable goals to validate results after a two-week launch campaign. Increased Instagram followers by 60 across two week campaign.

[Pitch Deck](#)