



Kendall Platt

Creative Strategist | Content Creator

Contact

(214) 843-7937

kendallplatt31@gmail.com

Portfolio

studiobykendall.com

Social

[LinkedIn](#)

[Instagram](#)

CREATIVE STRATEGIST

As a creative strategist, I leverage research, data-based insights, and trend forecasting to drive creative development, enhance user engagement, and elevate brand awareness.

Experience

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.

Projects

Brand Awareness Social Campaign

Aalia's (Martha's Vineyard)

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 pickleball brand, 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](#)

Integrated Campaign

Pepsi-Co

Based on a Pepsi case study- worked on a campaign strategy to bring vintage PepsiCo back. Focusing on developing a social media strategy and designing content for social and physical platforms.

[Pitch Deck](#)

Education

BFA Social Strategy and Management

Savannah College of Art and Design ————— June 2023

Technical Skills

- Adobe Creative Suites: Photoshop, Illustrator, Indesign, Premiere Pro, XD.
- Canva
- Microsoft Suites: Word, XL, Outlook.
- Data Visualization
- SEO