



Kendall Platt

Content Creator | Creative Strategist

Contact

(214) 843-7937

kendallplatt31@gmail.com

Portfolio

studiobykendall.com

Social

[LinkedIn](#)

[Instagram](#)

CONTENT CREATOR

As a content creator, I have a keen eye for art direction. I develop captivating content that directs narratives, actively engages users, and forges genuine human connections.

Experience

Digital Marketing Intern

Enilon Digital Agency

Jan 2023 - May 2023

- Developed organic multimedia content across platforms: LinkedIn, Instagram, Facebook, and TikTok.
- Created videos, motion graphics, and infographics to build brand awareness, drive audience interaction, and showcase the agency's unique values.

Creative Marketing Intern

BuDhaGirl

June 2022 - Aug 2022

- Created Instagram stories, reels, and posts daily. Developed a Pinterest account and created content for various boards daily. Tracked and reported analytics across all social platforms.
- 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.
- Researched and forecasted trends across various social media platforms. Monitored patterns of competing brands. Pitched ideas for new content and strategies.

Projects

Stop Motion Campaign

The Original Oatly

Created a series of stop-motion videos showcasing a variety of The Original Oatly's products, with the goal to entertain and engage audience on social media.

[Project Link](#)

Digital Campaign

Drink Poppi

Focused on the message: "Drink Poppi to improve your gut health," I created a series of vibrant and informative content for the brand's Instagram page.

[Project Link](#)

Integrated Digital Campaign & Experience Marketing

Converse

Led product pitch and development for a cutting-edge digital color-changing shoe, demonstrating an immersive Converse experience. Created a virtual walk-through app experience and curated a hands-on pop-up event to showcase the technology firsthand. Crafted persuasive copy and designed a captivating layout for an impactful email marketing campaign.

[Project Link](#)

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