

# KENDALL PLATT

(214) 843-7937 | kendallplatt31@gmail.com | studiobykendall.com

**Professional Summary:** Creative and data-driven Social Media Content Creator experienced in managing multi-channel strategies for global brands. Skilled in content production, copywriting, analytics reporting, and community engagement. Proven ability to grow engagement and execute strategic content across lifestyle, luxury, B2B, and tech brands.

---

## EXPERIENCE

*Well Pleased Consulting*

**Sr. Social Media Content Creator and Coordinator** ————— Aug 2023 - Present

Clients: Cadence Travel, Caskata, Jasper AI, Miro

- Own full-cycle social media strategy across Instagram, LinkedIn, Facebook, TikTok, Pinterest, and X — including concepting, content creation, publishing, and analytics reporting.
- Manage content calendars aligned with campaign goals and trends, delivering 3+ weekly posts per platform
- Produce original photography, video, and UGC-style content to support luxury and tech brand storytelling.
- Write optimized social copy tailored to platform voice and audience behavior.
- Manage paid post boosting and collaborate with stakeholders on campaign goals and budgets.
- Present monthly analytics reports and performance insights to guide content optimization.
- Coordinate publishing workflows across cross-functional teams using Coda, Asana, and Miro.

*Enilon Digital Agency*

**Digital Marketing Intern** ————— Jan 2023 - May 2023

- Produced digital assets including videos, motion graphics, and infographics.
- Researched B2B social media strategies and emerging platform trends.

*BuDhaGirl*

**Creative Marketing Intern** ————— June 2022 - Aug 2022

- Created daily Reels, Stories, and Pinterest content to grow engagement.
- Supported photoshoots, BTS content production, and influencer outreach initiatives.

## EDUCATION

*BFA Social Strategy and Management*

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

## SKILLS

- Creative: Adobe Creative Suite, Premiere Pro, Photoshop, Illustrator, InDesign, Canva, Figma, CapCut
- Marketing Tools: Sprout, Miro, Coda, Asana, Microsoft Suite
- Expertise: Content Strategy, Brand Storytelling, Social Analytics, Data Visualization, SEO, Trend Forecasting