

# KENNEDY KAUFMAN

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## EXPERIENCE

### Content (Web) Intern

Burns & McDonnell | Kansas City, MO

May 2024 – Aug 2024

- Led the development of two website landing pages as central hubs for the Electrification of Fleet Vehicles campaign, enhancing user experience and engagement for potential clients
- Conducted in-depth client and target analysis by designing and implementing surveys and interactive content directly embedded on the campaign landing pages, driving actionable insights
- Collaborated with the web team on competitor analysis during a brand evaluation, contributing to strategic editorial decisions and strengthening the brand's competitive positioning

### Marketing Intern

Lucky Orange | Overland Park, KS

May 2023 – Aug 2023

- Copy editing and writing SEO-optimized blog posts driving web traffic and providing competitive insights for product development, using company analytics to tell a story to our customers
- Organized multiple marketing campaign projects, managed social media presence, increasing customer review count, creating brand awareness and customer engagement
- Collaborated with multiple departments to conduct clickable demo software research and produce a demo surveyed on main homepage and with customer support clients to implement a strategic opportunity for an easy guide for customers

### Marketing and Communications Assistant

Kansas State SNAP-ED Nutrition | Manhattan, KS

Aug 2021 - Present

- Design graphics for Instagram and Facebook engagement with Canva and Photoshop software
- Work with the head Marketing and Communications Specialist to design and print graphics for nutrition education on campus and around the state of Kansas

## EDUCATION

### Bachelor of Science in Business Administration

Kansas State University | Manhattan, KS

Expected Graduation: May 2025

- GPA 3.8 | Major: Marketing | Certificate: Marketing Technology & Professional Strategic Selling

## INVOLVEMENT

External Relations (Social Chair) and Assistant VP of Finance  
Sigma Kappa Sorority

Scholarship Member  
Kansas City Ad Club

Member and Committee Chair  
Alpha Kappa Psi Business Fraternity

Member and Committee Chair  
Chimes Junior Honorary

## HONORS & CERTIFICATIONS

### Alpha Kappa Psi Academy | Morgantown, Indiana

- Selected as one of the 12 exclusive business fraternity members globally to participate in intensive training on Commonwealth Leadership methodology covering key areas such as decision-making, innovative thinking, financial literacy, ethics and social responsibility etc

### HubSpot Content Marketing Certification

Fall 2023

Dean's List Scholar, Recipient | Kansas State University

Fall 2022 - Present

Google Analytics Certification

Spring 2023/Fall 2024

HubSpot Social Media Certification

Spring 2023

## SKILLS & QUALIFICATIONS

Microsoft | Quickbooks | Jasper AI | Canva | Adobe | Salesforce | Notion | Surfer SEO | Google Analytics  
UX/UI Design | Figma | LinkedIn Sales Navigator | Qualtrics | CRM | Hubspot