

Julia Kennedy

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EDUCATION

Pace University, Lubin School of Business

Pleasantville, NY

Bachelor of Business Administration - Advertising and Integrated Marketing Communications, Minor in Psychology December 2020

EXPERIENCE

Marketing Coordinator

Marlboro, NY

Thomas O. Miller & J.B. Marshall

March 2025 – August 2025

- Led content creation from concept to execution, including photography, video, editing, and design for social media, product launches, and branded campaigns across both companies.
- Built and managed strategic monthly content calendars aligned with sales goals, seasonal promotions, and brand initiatives; executed all posts and engagement through organic channels.
- Designed and maintained two company websites using WordPress Elementor and Shopify, implemented custom coding, and developed physical brand assets, including packaging, merchandise, and campaign materials.

Social Media Coordinator

Fishkill / New Windsor, NY

Fishkill Music Academy / New Windsor Music Academy

June 2023 – March 2025

- Develop and execute strategic social media plans that capture high-quality images to enhance the academy's digital presence, resulting in increased engagement and brand awareness.
- Coordinate and manage events, including hosting competitions and recitals, to generate enthusiasm and strengthen community engagement, leading to higher participation and student enrollment.
- Deliver outstanding customer service by answering phone calls, managing scheduling, and addressing inquiries from prospective and current students, ensuring smooth operations and high customer satisfaction.

Graphic Artist

Wappingers Falls, NY

Freelance

July 2021 – December 2024

- Design creative materials, including album covers, websites, business cards, stickers, and brochures, to meet diverse client needs, enhancing their brand image and marketing efforts.
- Collaborate closely with clients to understand their specific needs and ensure the timely delivery of tailored solutions, resulting in high client satisfaction and successful project outcomes.
- Develop and maintain strong client relationships by delivering exceptional service and quality work, leading to repeat business and valuable referrals.

Social Media Manager

Beacon, NY

Happy Valley Arcade Bar

June 2021 – June 2022

- Orchestrated a series of experiential marketing events to address periods of low customer activity, resulting in a 30% increase in foot traffic on previously slow days.
- Developed and implemented strategic content plans for TikTok and Twitch, leading to a 300% increase in account followers within the initial month.
- Led a comprehensive menu revamp initiative aimed at enhancing customer satisfaction and driving sales, achieving a 15% increase in overall revenue within the first quarter.

Head of Social Media

Newburgh, NY

Get Right Results

December 2020 – May 2021

- Formulated and implemented a comprehensive Instagram content strategy to enhance audience engagement, which resulted in a 30% increase in followers, a 25% rise in engagement rate, and an average of 50 new followers per week.
- Introduced AI-powered quizzes to improve user experience, leading to a 15% increase in the average duration of site visits.
- Designed and executed visually compelling advertising campaigns across Facebook, LinkedIn, Instagram, Twitter, Pinterest, and YouTube, significantly boosting audience interest and achieving a 62% increase in impressions across all platforms.

Website Designer

Wappingers Falls, NY

DC Sports

October 2020 – March 2021

- Improved SEO and CTA placement on client websites, increasing conversion rates by 30%
- Revamped online ordering systems for clients, leading to a 25% increase in website traffic and a 10% improvement in conversion rates.
- Redesigned websites to incorporate online scheduling features, achieving a 40% reduction in human error and a 20% increase in appointment bookings.

SKILLS

Market Research, Digital Marketing, Content Creation, Campaign Management, Brand Management, SEO / SEM, Social Media Marketing, Google Analytics, Creative Thinking, Strategic Planning, Brand Strategy, Data Analysis, Performance Tracking, Written Communication, Verbal Communication, Organizational Skills, Team Collaboration