

# KENDALL LONG

## PROFILE

Highly organized and hard-working young professional with 3+ years of experience in marketing, eager to use business and leadership skills in a creative, marketing role. Specialized in digital marketing, web-based advertising, and promotional campaigns. Experience with consulting, conducted market research for a report used to assist a business in achieving its strategic objectives. Excited to continue learning new techniques and best practices to strengthen existing skill set.

## EXPERIENCE

### PROJECT MANAGER

Division of Student Affairs Marketing & Communication Graduate Assistant  
Mississippi State University | 2022-present

- Oversee all marketing efforts, monitor marketing request system, delegate, and manage tasks using Microsoft Teams
- Directly supervise design team, provide support and guidance, track workflow progress to ensure completion within deadline
- Work with a diverse group of clients in 20+ departments, serve as a liaison between design team and clients to ensure the client's vision reaches fruition
- Uphold brand standards set forth by the university
- Wrote copy and helped edit award winning magazine, *Maroon Traditions*
- Planned and carried out a Random Acts of Kindness campaign to promote student engagement and wellbeing
- Organize and host the Out of State Student Social to provide new students with an opportunity to meet new people and bond with their classmates

### BRAND & SOCIAL MEDIA MANAGER

Diamond Girls

Mississippi State University | 2021-2022

- Cultivated strong relationships with sponsors to receive funds vital to the program's existence
- Utilized Adobe Indesign to build a calendar for fundraising, calendar sales generated almost \$10,000 in profits
- Gained experience in print processes
- Facilitated recruiting events for perspective players and donors

### DIRECTOR OF PUBLIC RELATIONS

Panhellenic Executive Council

Mississippi State University | 2020-2021

- Analyzed current trends to create content for various social media platforms to maximize online brand presence
- Planned, created, and implemented digital campaigns to promote recruitment and reach target audience
- Collected and assessed social media analytics for benchmarking to generate monthly engagement and performance reports
- Designed, ordered, and distributed apparel to be worn by 1,000+ college students, worked closely with local businesses to plan and coordinate photoshoots used to showcase the merchandise and their products

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## EDUCATION

MISSISSIPPI STATE UNIVERSITY  
STARKVILLE, MS

Master of Business Administration (MBA)  
May 2023

Bachelor of Business Administration  
in Marketing

Minor in Management  
Concentration in Integrated Digital Marketing  
May 2022

## HONORS

Graduated summa cum laude  
GPA: 3.87/4.00

President's Scholar | 7 semesters

Dean's Scholar | 1 semester

Beta Sigma Gamma

*The International Business Honor Society*

Phi Kappa Phi

*Honor Society*

## KEY SKILLS

Microsoft Office Suite

Project Management Systems  
*Teams, Monday.com*

Adobe Creative Suite

Email Newsletter Creation & Maintenance  
*MailChimp, Constant Contact*

Website Content Management  
*Wix, Drupal*

Social Media Management  
*Meta Business Suite, Hootsuite*

Experience with video editing  
*iMovie, Final Cut Pro*

## CERTIFICATIONS

Google

*Ads Search and Display*

*Analytics*

*Fundamentals of Digital Marketing*

Hootsuite Platform Certification

HubSpot Academy

*Content Marketing*

*Inbound Marketing*

*Social Media Marketing*