

Kendell Williams

Kennesaw, Ga 30144 | 770-853-547 | williams.kendell4@gmail.com | www.linkedin.com/in/kendell-williams

SUMMARY

Marketing and management specialist with experience in consumer engagement and driving revenue growth both in the public and non-profit sector. Brings a passion for experiential planning and developing strategies to help brands reach their goals. A visionary with a unique skill set in the areas of copy writing, project management, consumer relationship management, and market research. Natural communicator with a goal-oriented mindset and the knowledge and ability to achieve results.

- Adobe Photoshop
- Adobe InDesign
- Microsoft Office
- Microsoft Project
- Social Media Proficient
- Public Speaking

MARKETING, PROJECT MANAGEMENT, AND SOCIAL MEDIA:

- Zaxby's
 - Pitched a new campaign intended to generate revenue for Zaxby's menu items.
 - Researched and segmented Zaxby's target markets and created relevant ad copy
- Ike and Jane
 - Spearheaded the direction of the A Taste of Home campaign
 - Utilized research and creativity to increase brand awareness of Ike and Jane in the Athens area
- Team 1 Restaurant and Coffee project plan/ business case
 - Created a project plan for a new restaurant development
 - Allocated resources and funding according to the project schedule and scope
- Sponsorship Contract- RFP Procurement Project
 - Drafted a procurement contract between a global brand and sponsored athlete
- Research Methods: Identifying the Relationship Between Tik Tok Influencers and Beauty Product Purchase Decisions
 - Analyzed market trends through survey data of our target audience
 - Ran correlation analysis in SPSS determining the effect of TikTok influencers on purchase behavior
- Nike
 - Helped promote and grow the Nike brand as a sponsored athlete through individual and company-wide marketing initiatives
- Perfect Hydration
 - Utilized social media marketing to increase brand awareness for the Perfect Hydration brand.

EVENT PLANNING

- Reunion
 - Organized the 20-year reunion of a local youth track and field program
 - Launched a reunion website to send messages and track rsvp's for over 200 guests
 - Raised over \$1500 in donations
 - Coordinated vendors, volunteers, and cooks
 - Led day-of operations

- Wedding
 - Secured vendors and wedding venue
 - Amplified customer satisfaction by producing the ceremony under budget

COMMUNICATION, PUBLIC SPEAKING

- Hartford
 - Taught over 200 employees how to redefine goal setting, avoid burn out, and achieve success in the workplace
- Title ix Women in Sports Panel
 - Shared my experience as a black woman in sports and the impact of Title ix
- Cinderella Miss Pageant
 - Spoke to young women about the importance of goal setting, sacrifice, and maintaining beneficial social circles to maximize success

LEADERSHIP

- Exemplified tenacity and hard work by earning a spot on the United States Olympic Track and Field team for two consecutive Olympic Games.
- Professional track and field athlete with strong sense of discipline, excellent work ethic, impeccable time management and people skills.
- Contributed to a culture of good sportsmanship, cooperation, and responsibility on the University of Georgia track and field team as well as Team USA

Experience

University of Georgia Athletic Association, Athens, Georgia

GRADUATE ASSISTANT OF DEVELOPMENT, 2021-2022

Assisted The Georgia Bulldog Club in their fundraising efforts to support UGA sports teams through annual giving campaigns, individual solicitation efforts, and monthly newsletter rollouts.

- Provided excellent customer service to retain existing donors and onboard new Georgia Bulldog Club Members
- Created marketing materials for the Inaugural Birdie Challenge campaign, raising money for UGA Golf.

Education

M.A. | JOURNALISM AND MASS COMMUNICATIONS | UNIVERSITY OF GEORGIA

- Major: Public Relations
- Related coursework: Digital and Social Communication Strategies, Advertising and Communications Management, Public Relations Foundations, PR Ethics, Diversity, & Leadership

M.A. | KELLER GRADUATE SCHOOL OF MANAGEMENT | DEVRY UNIVERSITY

- Major: Project Management
- Related coursework: Accounting, Finance, and Economics, Applied Managerial Statistics, Project Management Systems, Advanced Program Management, Project Cost and Schedule Control, Project Risk Management, Contract and Procurement Management

- Major: Advertising
- Related coursework: Advertising Message Strategy, Media Planning, Ad Research, Public Relations, Advertising Campaigns

Volunteerism

Purple Project

- Winning Recipes Cookbook- co author
- Submitted a recipe page for the cookbook
- Helped create additional marketing materials and promotional videos for the cookbook launch
- Proceeds from the cookbook provided resources and aid to domestic violence shelters in need

Special Olympics

- Volunteered for a local Special Olympics baseball event as well as Special Olympics prom
- Guided elementary and middle school aged children through various recreational programs

Athens Area Humane Society

- Dedicated 100 hours toward working with the animals
- Socialized sheltered dogs to increase their likelihood of adoption
- Followed company guidelines to provide excellent care of various shelter animals