

Kennedy Cope

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BRAND BUILDING EXPERIENCE

TPN Commerce

Chicago, IL

Account Service Intern on Bel Brands

June 2024-June 2024

- Prepared job starts and briefs in alignment to client goals to lead internal creative kick offs, managed the creative routing process, and developed change orders with clear direction and communication.
- Acted as a liaison between clients and internal teams, effectively relaying information and managing expectations/feedback.
- Organized and curated internal reporting documents to keep track of campaign media results for completed projects and projects that have yet to finish.
- Collaborated with fellow interns on a final project, demonstrating teamwork and project management skills.

Cadency - Student Led Advertising Agency

Clemson, SC

Account Manager

January 2023-May 2024

- Led a cross functional team of strategists, creative designers, and copywriters to develop and deliver high-quality marketing materials for various industries including, technology and sports.
- Cultivated and managed client relationships through consistent communication, ensuring client satisfaction.
- Conducted insightful client consultations to uncover needs, tailoring our skillset to meet their goals.

PROFESSIONAL EXPERIENCE

The International Fraternity of Delta Sigma Pi

Clemson, SC

Senior Vice President

December 2022-May 2023

- Successfully organized and executed a recruitment process involving over 150 registered recruits, ensuring a seamless and engaging experience.
- Coordinated behind the scenes logistics for recruitment events, facilitating interactions between recruits and fraternity members to promote professionalism.
- Developed and maintained detailed spreadsheets to track attendance, manage email lists, and schedule interviews, ensuring efficient and accurate record-keeping.

Wilbur O. and Ann Powers College of Business

Clemson, SC

College of Business Recruitment Ambassador

January 2023-May 2024

- Represented the Wilbur O. and Ann Powers College of Business to incoming visitors, showcasing the college's offerings and achievements.
- Administered comprehensive building tours and informative sessions about the college of business, providing valuable insights to prospective students.
- Engaged with prospective students and their families, answering questions and facilitating welcoming experiences.

EDUCATION

Clemson University

Clemson, SC

Bachelor of Science in Marketing

May 2024

Brand Communications Minor

GPA: 3.60/4.00

University Studies Abroad Consortium

Bilbao, Spain

International Marketing, Corporate Finance and Surfing

Summer 2022