

KENDALL JANIS

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PROFESSIONAL STATEMENT

Currently a fourth-year student at The University of Georgia studying Digital Marketing, Fashion Merchandising, & New Media, I am seeking a career upon graduation. As a digital marketing enthusiast, yoga addict, & bookworm, I desire to work at a creative advertising agency.

MARKETING EXPERIENCE

Account Management Intern
PMX Digital Marketing
Agency
May 2017-August 2017

- Provided proactive strategic insight to 7 clients given their current business challenges through Paid Media campaigns
- Researched industry trends & evaluated the competitive landscape across several clients in conjunction with every changing market shifts
- Improved ROI within Paid Media plans where brand and performance marketing intersect to further the clients' marketing dollars

Analytics Intern
Shakti Power Yoga Studio
Aug 2017-Present

- Evaluated results of 4 month marketing campaign including interviews, experiential marketing, and social media posts to establish studio in Athens,GA marketplace
- Attracted target consumer through awareness initiatives and by leveraging the studio's competitive advantages

Ecommerce Coordinator,
Content Creator +
Copywriter
umano Fashion Brand
Jan 2016-Dec 2016

- Maintained appearance and functionality of e-commerce site through Shopify and Hotjar
- Managed the launch of brand on the Spring shopping app and through wholesale markets
- Executed successful digital calendar for four social media platforms that resulted in significant KPI's in consumer traffic and customer engagement through Hootsuite
- Managed Facebook account where 90% of site traffic originated & created/deployed brand awareness campaigns
- Prepared copy for hangtags on products in Bloomingdale's flagship stores

LEADERSHIP EXPERIENCE

Terry College of Business
Student Ambassador
May 2017- Present

- Promote pride, diversity, and opportunity within the college through engaging with fellow students and alumni at a variety of college-wide events
- One of 45 student ambassadors selected to represent the Terry College while collaborating with faculty to set up Terry initiatives

American Marketing
Association
Chief Marketing Officer
May 2017-Present

- Create business proposals for potential clients and establish relationships with national firms
- Ensure client satisfaction through coordination of team members and clear communication between businesses and students

Alpha Chi Omega
VP of Recruitment
Dec 2016-Present

- Manage all aspects of the formal recruitment process including an \$11,000+ budget, communications workshops, programming, and member class selection for 260 active members and 1,800 potential new members
- Develop and coordinate communication and social media strategy for formal recruitment; redefine brand of chapter on campus

AMA Collegiate Case
Competition
Team Member
Sep 2016- Dec 2016

- Chosen as one of nine students to represent UGA at national competition; placed in the Honorable Mention category
- Collaborated with Nebo digital marketing agency to develop strategy for eBay's marketing problem

EDUCATION

2014-2018

Bachelor of Arts, Major in Marketing, Emphasis in Digital Marketing, Minor in Fashion Merchandising, Certificate in New Media
University of Georgia
GPA: 3.51; HOPE Scholarship Recipient

Summer 2016

Study Abroad at Istituto Lorenzo de' Medici International School
Florence, Italy
International Marketing & Fashion Buying Concepts