

KENNEDY HEIDEL

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EXPERIENCE

Marketing Manager | BROADBENT SELECTIONS

May 2023 - Present

- Lead marketing strategy for 40+ global winemakers across 14 countries, with 400+ SKUs
- Own all branding, design, content creation, and copywriting for SEO/AI to drive sales and visibility
- Manage website, email marketing, and business-owned social media with a strong SEO focus
- Oversee PR efforts: write press releases, pitch media, and coordinate outreach
- Plan and execute national events and supplier visits

Communications Specialist | MADISON+MAIN

November 2021 - May 2023

- Managed 30+ client accounts; created cross-channel campaigns and content
- Led SEO-focused website rebrands, writing copy that enhances both brand voice and search engine rankings
- Built scalable social media strategy, long-form blogs, content calendars, and brand guides
- Crafted and presented crisis communication plans tailored to diverse industries and reputational risks
- Led creative ideation and client presentations, mentoring junior writers and building sharp strategic briefs that anchored the visual direction and narrative of campaigns

Junior Communications Specialist | MADISON+MAIN

November 2020 - November 2021

- Wrote digital and print copy across industries; focused on brand consistency
- Produced social media content to grow engagement and brand awareness
- Balanced fast-paced workload while delivering high-quality, on-brand content

Copywriter | UNCOMMON GOODS

April 2019 - November 2020

- Wrote compelling product descriptions, newsletters, email blasts, and SEO-friendly digital content
- Managed high-volume projects under tight deadlines

AWARDS

- Bronze Richmond Ad Show Award, A. Smith Bowman Distillery Cocktail Recipe Book
- Honorable Mention PR NEWS Nonprofit Award, Housing Families First Capital Campaign
- Dream Big Darling, FLOrish Cohort Scholarship Recipient for Women in Wine

CERTIFICATIONS

WSET Level 2 Award in Wine, with Distinction

EDUCATION

James Madison University | B.S., Summa Cum Laude

- Bachelors in Creative Advertising & Communications Studies, Advocacy
- Awarded Best Creative Advertising Student of graduating class & Lawrence Cain Scholarship

SKILLS

Adobe Creative Cloud | Attention to Detail | Brand Voice Development | Blog Writing & Strategy | Canva | Content Strategy & Planning | Constant Contact | Copywriting & Editing | Digital Campaigns | Email Marketing | G-Suite | Google Analytics | Keyword Research | MailChimp | Multi-Client Management | Presentation Development | Project Coordination | Project Management | SEO Optimization | Social Media Strategy | Strategic Thinking | Storytelling | Team Collaboration | Traditional & Digital Media | WordPress