

KENNEDY HEIDEL

Richmond, Virginia | 818-645-4305 | heidelkg@gmail.com | kennedyheidel.com

EXPERIENCE

Marketing Manager | BROADBENT SELECTIONS

May 2023 - Present

- Currently lead end-to-end creation and delivery of marketing materials, ensuring consistent branding and messaging — creating impactful solutions for sales support materials for trade and consumer audiences in the wine industry
- Write and edit all collateral, e-marketing efforts, social media, and press releases for 30 wine producers from 14 countries

Communications Specialist | MADISON+MAIN

November 2021 - May 2023

- Write highly engaging content for digital, web, social media, print, and more that follows the creative brief while accurately reflecting various brands' voice and tones, increasing brand awareness, and encouraging engagement
- Successfully manage a portfolio of more than 30 accounts spanning various industries and consistently meet or exceed client expectations and align copy strategy across all marketing channels
- Concept bold and creative campaigns with an omnichannel approach
- Spearhead multiple website rebranding projects with an emphasis on long-form SEO content and keyword research that resulted in higher search engine rankings
- Develop and implement a company-wide social media strategy process that streamlines content creation and creates measurable goals and initiatives
- Create year-long content schedules and write long-form blogs focusing on relevant industry trends and SEO keyword research
- Lead and participate in client presentations while managing feedback, and articulating complex ideas in a clear and concise manner
- Develop brand strategy and guidelines for clients, including brand statements and tagline creation
- Help train and guide Jr. Copywriter on projects, including oversight of 15 monthly social media content calendars

Junior Communications Specialist | MADISON+MAIN

November 2020 - November 2021

- Wrote and edited original copy for various target markets that were accurate, well-researched, and met client/company needs on tight deadlines
- Crafted informative and engaging organic social media content focused on brand awareness and engagement
- Proven ability to strategize and manage multiple projects simultaneously and prioritize effectively
- Exhibit creativity, resourcefulness, flexibility, and motivation for projects with an emphasis on strategic thinking

Copywriter | UNCOMMON GOODS

April 2019 - November 2020

- Wrote compelling digital content, web descriptions, marketing emails, and online bios
- Crafted clear and concise copy to highlight the unique selling point for each product and improved SEO efforts
- Managed and organized multiple projects daily with hard deadlines

Freelance Copywriter | BRANCH & BOLL, SMALLS CAT FOOD, JOHN ST. CAFE

June 2018 - February 2020

Copywriter Intern | GRAVITY GROUP

August 2017 - May 2018

Copywriter Intern | MADISON+MAIN

May 2017 - August 2017

- Created email marketing campaign strategy and wrote weekly long-form content improving open rates

AWARDS

Bronze Richmond Ad Show Award, A. Smith Bowman Distillery Cocktail Recipe Book

Honorable Mention PR NEWS Nonprofit Award, Housing Families First Capital Campaign

EDUCATION

James Madison University | B.S. 2018, Summa Cum Laude

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

SKILLS

AgencyAnalytics | Brand Voice Development | Canva | Content Strategy & Planning | Constant Contact | Digital Marketing | G-Suite | Meltwater | Mavenlink | Proofreading & Editing | SEO Optimization | Slack | Social Media | Wordpress | Team Collaboration | Traditional Media