

# Kennedy Pipkin

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## EDUCATION

### UNIVERSITY OF OKLAHOMA

Bachelor of Business Administration - Major: Marketing | Minor: Psychology

Graduated May 2020

### UNIVERSITY OF OKLAHOMA, AREZZO, ITALY

Cultural immersion with an emphasis on Marketing, Logistics and Italian Literacy

Spring 2019

## EXPERIENCE

### RALPH LAUREN

Global Talent Management Intern

Summer 2019

- Assisted with the design process, implementation strategies, and event planning for new and existing programs, such as the internship program
- Strengthened employer branding through research and projects geared towards promoting and enhancing Ralph Lauren's employer reputation and value proposition
- Ran Ralph Lauren Intern social media, specifically Instagram
- Cultivated key strategies and present ideas and business models to senior leaders within the company

### SHAREMYBAG

Digital Marketing Intern

Spring 2019

- Conducted marketing research on influencers and brands in New York to help expand the brand to the American market
- Developed promotional materials based on region & target audience to improve social media engagement and traffic
- Assisted with finding & contacting women in high fashion who could benefit from ShareMyBag services

### UNIVERSITY OF OKLAHOMA INFORMATION TECHNOLOGY

Marketing and Communications Intern

Fall 2018

- Analyzed target audience to create appropriate campaigns for social media pages
- Brainstormed and wrote content for the university IT blog
- Coordinated and executed campus wide events to promote IT services to students, faculty and staff
- Collaborated with graphic designers to provide a vision for the production of graphic materials

## LEADERSHIP

### DELTA SIGMA PI - BUSINESS FRATERNITY, UNIVERSITY OF OKLAHOMA

Price College Service Day Coordinator

Fall 2018

- Organized community service event that accommodated over 300 volunteers
- Solidified a budget for the event by working together with the Dean of the College of Business
- Contacted and interacted with various local companies to help sponsor the event
- Managed and oversaw all aspects of the event planning process which included: finding nonprofits, local companies, and public schools to volunteer at, holding weekly meetings with my event committee and delegating tasks, and designing/ordering t-shirts in bulk for all volunteers

## HONORS, ACTIVITIES & CERTIFICATIONS

Education Abroad Ambassador

VP of Community & Outreach, Student Activities Council

Brand Ambassador, North Texas Food Bank

Google Analytics Academy Certification

Member, National Honors Society

Multicultural Business Program

Dean's Honor Roll - 2016, 2017, 2019, 2020