

COLIN D. KENNEDY

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Experience	DIGITAL MEDIA ASSOCIATE / WEB PRODUCER March 2015–present Hadassah, The Women’s Zionist Organization of America, Inc. / New York, NY <ul style="list-style-type: none">> Point person for all social media outlets including planning and implementing strategic campaigns; follow current event relating to org’s advocacy initiatives and Israel and respond in real-time to news and legislation> Support the sr. web producer with web production, development and design of the main site and email campaigns> Integrate website, emails, and external sites; work with design team to create content
	REGIONAL ENGAGEMENT COPYWRITER March 2013–October 2014 Wounded Warrior Project / New York, NY <ul style="list-style-type: none">> Designed and launched a weekly e-newsletter that reached over 60,000 people across the country, ensuring accuracy of brand standards, appropriate audience segmentation, program targeting, and regional applicability<ul style="list-style-type: none">– Copywriting duties included feature articles, event teasers, subject lines, as well as editing duties> Increased email open rates by over 100%, achieving an overall open rate of 37%.> Increased traffic to organization’s main site by 80% after featuring programs in the e-newsletter> Created social media campaign using #VeteransDayIs that gathered over 1.8 million impressions> Collected and analyzed data to discover trends in audience habits to optimize email campaigns> Met multiple daily deadlines spanning several departments; effectively supported 250 program staff members> Served as interim manager for six months for a team of four; developed training tools and resources for new hires
	CONSULTANT November 2012 – December 2012 Havas Lynx / New York, NY <ul style="list-style-type: none">> Liaised with account manager and senior project manager to see three campaigns through to completion> Managed a variety of deliverables including direct mail and email, websites, website refresh/redesign, postcards, iPad visual aid; Ensured they met eMap (regulatory) guidelines> Created SOW documents, utilized MS Project to maintain and track projects
	Mobile-App-Depot.com / New York, NY January 2012 – September 2012 <ul style="list-style-type: none">> Partnered with Brooklyn Borough President Eric Adams to create the “Brooklyn Quality of Life” app designed to digitally better one’s community with the use of crime-fighting functionality; served as strategist and copywriter> Press conference to unveil “Brooklyn Quality of Life” app picked up by media outlets worldwide, including <i>The New York Times</i>, <i>The Wall Street Journal</i>, <i>New York Magazine</i> and <i>The New York Daily News</i>
	Lowe Profero / New York, NY March 2011 – October 2011 <ul style="list-style-type: none">> Functioned as copywriter for two high profile liquor clients and as account executive for two global campaigns> Joined creative brainstorm sessions and composed meeting recaps; wrote headlines, taglines, short and long copy> Utilized CMS for a multi-lingual website, completed teaching manual on a Facebook app in all markets, served as quality check for said app
	ASSOCIATE EDITOR February 2008 – February 2011 Dog News – The Digest of American Dogs / New York, NY <ul style="list-style-type: none">> Served as editor for all articles and ads that appeared in the weekly publication; provided copy for articles and ads> Managed a freelance writing staff of over 20, oversaw a diversified and wide-ranging portfolio
	STAFF WRITER June 2006 – January 2008 The Palladium-Times / Oswego, NY <ul style="list-style-type: none">> Wrote daily news articles on city hall, city school district, county legislature, local events> Maintained working relationships with every local politician and municipality> Daily editing/proofreading tasks, thorough knowledge of AP Stylebook; daily design and layout duties
Education	OSWEGO UNIVERSITY / Oswego, NY / BA Journalism, minor Creative Writing, 2006 UNIVERSITY OF SOUTHERN CALIFORNIA / August 2002 – May 2004
Skills	> Expert knowledge of mass e-mails programs, CMS and CRM tools, HTML, Microsoft Office programs, and Adobe Creative Suite; Mac and PC proficient