



KENNADI BARKER

kennadi.barker@gmail.com | [LinkedIn](#)

SKILLS

- Adobe Suite: InDesign, Photoshop, Illustrator, Premiere Pro
- Social Media: Instagram, Meta, X, TikTok
- Intermediate Spanish
- SEO optimization
- Media writing
- Media strategy and planning
- Photography and videography

INVOLVEMENT

University of Mississippi School of Journalism and New Media
Ambassador
August 2022 - May 2024

Ole Miss Social Media
Ambassador
December 2022 - May 2024

Pi Beta Phi, Mississippi Beta
Member, Director of PR/Marketing, PR/Marketing Committee August 2020 - May 2024

National Student Advertising Competition
Participant
Creative Design Group Leader
January 2024 - May 2024

EDUCATION

University of Mississippi
May 2024
B.S. in Integrated Marketing Communications
Minor in General Business
Specialization in Sports Communications and Promotion

University of Mississippi
May 2026
M.S. in Integrated Marketing Communications

EXPERIENCE

Graphic Design Assistant - University Sporting Goods
Oxford, Mississippi | September 2021 - January 2024

- Transformed clients' ideas into compelling merchandise designs that align with their brand.
- Applied creative problem-solving skills to address design challenges effectively.
- Ensured seamless communication between the retail store and the print shop.

Director of PR and Marketing - Pi Beta Phi, Mississippi Beta
University, Mississippi | December 2021 - December 2022

- Developed and managed content for all chapter social media platforms.
- Designed and produced chapter banners, graphics, and merchandise.
- Collaborated with the Vice President of Community Relations and the Director of Service and Philanthropy to plan and execute events.
- Adapted to additional responsibilities as needed.

Marketing and Social Media Intern - Winston-Salem Dash
Winston-Salem, North Carolina | May 15, 2023 - August 11, 2023

- Researched media strategies and social media promotions to enhance the Dash's brand visibility.
- Supported the development and execution of brand positioning and messaging.
- Maintained consistent brand messaging across all internal and external communications
- Assisted in measuring engagement and identifying opportunities for improvement.
- Planned and executed a community outreach event in collaboration with Major League Baseball.
- Performed additional duties as assigned.

Digital Strategy Student Worker - Ole Miss Athletics
University, Mississippi | August 2023 - May 2024

- Planned and scheduled social media posts for each team.
- Researched media strategies to enhance the Ole Miss Athletics brand.
- Ensured comprehensive social media representation for all teams.
- Conducted live posting on Twitter and Instagram Stories during games.

Oxford Social Media Intern - Canes Baseball Southeast
Oxford, Mississippi | January 2024 - May 2024

- Planned and scheduled content for Instagram, Facebook, and TikTok.
- Captured photos and video footage during practices and games.
- Designed social media graphics.

Social Media Intern - Hunt Marketing
Oxford, Mississippi | May 2024 - August 2024

- Developed content for Instagram, Facebook, and TikTok for various local and national brands.
- Wrote blog posts for diverse local and national brands.
- Created SEO-optimized content for multiple brands.

Marketing Graduate Assistant - School of Applied Sciences
University, Mississippi | August 2024 - present

- Manage content for Instagram, Facebook, and TikTok.
- Capture photos and video footage at school events.
- Design engaging social media graphics.
- Work closely with specific programs to enhance their marketing efforts.

Social Media Intern - 247 Sports (Ole Miss) & MPW Digital
Oxford, Mississippi | May 2024 - present

- Create and schedule content for Instagram, Facebook, and TikTok.
- Monitor and manage each social media page.
- Edit and clip podcasts for social media distribution.
- Monitor Rebels247 to create social posts that appeal to the target market.
- Design visually appealing social media graphics.