

BRIANNA KENNEDY

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EXPERIENCE

All Star Wine & Spirits Albany, NY
Sales Associate & Marketing Assistant Oct 2025 - June 2026

- Coordinated and supported in-store tastings, collaborating with vendors and brand representatives
- Supported day-to-day retail operations, including assisting customers, processing transactions, and maintaining product displays and inventory
- Assisted with marketing initiatives by developing social media content and promoting featured products, sales, and in-store events across digital platforms
- Developed extensive knowledge of wine and spirits, providing personalized product recommendations

Nadel New York, NY
Brand Account Specialist March 2024 - June 2025
Brand Account Coordinator Oct 2022 - March 2024

- Managed a portfolio of 10+ client accounts, overseeing all branding and merchandise projects
- Led end-to-end development of branded employee programs for clients, managing merchandise selection, creative development, kitting, and nationwide dropshipping
- Coordinated project timelines, tracked deliverables, facilitated client approvals, and proactively resolved challenges to ensure projects remained on schedule and within budget
- Partnered with internal finance teams to manage pricing, billing processes, project budgets, and cost tracking
- Contributed to \$2.5M+ in annual gross sales through client account management and merchandise programs

Commonwealth Corporation Boston, MA
Marketing Communications Intern June 2021 - Sept 2021

- Supported a company-wide rebranding initiative by helping develop a cohesive brand identity and visual style guide
- Created engaging social media content that aligned with branding and communication goals
- Analyzed social media performance and key metrics to identify trends and optimize content strategy

EDUCATION

Syracuse University
S.I. Newhouse School of Public Communications
Bachelor of Science in Public Relations
Minor in Philosophy

Activities & Societies:

- Public Relations Student Society of America (PRSSA)
 - Zipped Magazine
 - Alpha Phi Sorority
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SKILLS

Core Skills

Client Relations, Account Management, Social Strategy, Brand Identity, Copywriting, Graphic Design, Content Development, Project Management, Media Relations

Tools & Platforms

Adobe Photoshop, Adobe Illustrator, Canva, Hootsuite, WordPress, Google Workspace, Instagram, TikTok, LinkedIn, Substack, Pinterest, X

CERTIFICATIONS

- Spin Sucks PESO Model Certification
- Hootsuite Social Media Marketing
- HubSpot Social Media and Inbound Marketing
- Google Data Analytics Professional