Scott Kennedy

San Diego, CA · Scott.Pearson.Kennedy@gmail.com · www.linkedin.com/in/scottkennedy97

EDUCATION

Colorado State University Fort Collins, CO **January 2025 –August 2026**
Master of Applied Industrial/Organizational Psychology
Graduate Certificate in Applied Positive Psychology
Relevant Coursework includes: Applied Organizational Psychology, Positive Organizations, Organizational Development, Leadership Development, Statistical Methods

University of Colorado at Boulder – Leeds School of Business **August 2016–May 2020**
Bachelor of Science in Business Administration with an emphasis in Marketing & Operations Management

PROFESSIONAL EXPERIENCE

Excellos San Diego, CA **September 2023–July 2024**
Marketing Manager

- Directed all marketing efforts for a pre-commercial allogeneic cell therapy CDMO, including brand management, content marketing and distribution, social media strategy, website optimization, and conference participation.
- Oversaw the development and execution of marketing campaigns to maximize company exposure, solutions, and overall messaging thus ensuring alignment with lead generation goals.
- Managed conference logistics for the sales and executive teams, securing booth space, targeting key prospective customers, developing marketing materials, and facilitating brand visibility at industry events.
- Established and maintained brand consistency across company materials, resulting in a cohesive & professional brand image

BetterNight San Diego, CA **August 2022–May 2023**
Operations and Marketing Specialist

- Orchestrated complex event logistics for a large company, including conference coordination, travel arrangements, and material shipment, maximizing brand visibility within budgetary constraints of $800,000.
- Supported brand consistency across various marketing platforms during a company rebranding project by creating graphics, presentations, and editing company materials.
- Maintained a comprehensive inventory of all marketing collateral within the company warehouse, facilitating efficient fulfillment and distribution by tracking stock levels and initiating timely reorders.
- Led all social media marketing efforts, developing content, managing budgets, and analyzing results to drive significant website traffic growth of a 30% increase in website traffic.

Pitted Seed San Diego, CA **March 2021–June 2022**
Marketing & Restaurant Management

- Support the development of brand identity and exposure for newly opened local, organic eatery and market
- Responsible for the development and execution of social media marketing efforts on several platforms to raise brand awareness and attract customers
- Utilize Google Ads to refine the company's SEO capabilities and analyze the effectiveness of advertisements
- Oversee retail store by managing inventory, preparing food, handling money, scheduling shifts and improving customer experience

Clout Fantasy Boulder, CO **January 2020–March 2021**
Strategy & Development Coordinator

- Built brand awareness and established industry relationships to help launch eSports betting application
- Tested out the beta application and offered strategic recommendations for website improvement and customer interaction
- Worked post-launch to grow the company's brand awareness through Discord, Twitter, Reddit, Hubspot and other platforms

Unreal Events Boulder, CO **August 2017–February 2019**
Marketing Outreach Coordinator

- Developed marketing strategies for new start-up that help artists book performance venues simply and efficiently
- Managed a team of writers in crafting client profiles and ensured articles were consistently high-quality and delivered on-time

Global Change Project Boulder, CO **May 2018–August 2018**
Marketing Team Lead

- Led marketing team for the start-up project MapYourVoice, a platform to empower victims of sexual assault to share their stories in order to be connected with resources and raise global public awareness
- Implemented marketing campaigns to build awareness on Twitter, Instagram, Reddit and Facebook

SKILLS

Excel | Power BI | R/RStudio | SQL | Workday | Qualtrics | Microsoft Copilot | Tableau | Google Sheets | PowerPoint | Salesforce | Google Analytics | HubSpot | Employee Survey Design | Employee Listening | Job Analysis + KSAOs | Training Needs Analysis