

Peyton Kennedy

New York, NY 10031 | peytondoesthings@gmail.com | 972.896.6852

51 LABS | NEW YORK, NY | JULY 2021 – PRESENT

Marketing agency for the lower middle M&A market

Creative Strategist (July 2021 – present)

- Develop LinkedIn strategy for private equity, venture capital, hedge fund, and other M&A advisory clients
- Storyboard and edit brand videos, copywrite LinkedIn posts, perform analytics on LinkedIn posts and activity, and issue weekly reports
- Simultaneously project manage 4 clients while creating content for up to 5 others
- Increased clients' LinkedIn followers by an average of 52/month

HAILIFY | NEW YORK, NY | DECEMBER 2018 – JULY 2021

Data-driven startup company in the delivery and ridesharing industries

Product Manager (October 2020 – July 2021)

- Grew user base from 0 to more than 600 drivers, which led to an increase in gross revenue from \$0 to more than \$25,000/week
- Launched delivery networks in 34 cities across 16 states, with plans to expand nationwide by Q3 2021
- Instrumental in defining the vision and business strategy for all products, including all consumer-facing mobile applications and internal administrative tools
- Developed and managed engineering sprints based on gathered and prioritized feedback and user requirements for continuous product improvement, including new features, bug removal, etc.
- Lead the design team and oversee the development of our latest iOS and Android apps

Senior Operations Associate (August 2019 – October 2020)

- Developed and implemented the application strategy that led to Hailify's acceptance into the Entrepreneurs Roundtable Accelerator's Winter 2020 Class (a program with less than 1% acceptance rate), resulting in significant inflow of investment capital and access to their professional network
- Piloted company strategy transition away from a rideshare management tool to the release of the Gomo app, which aggregates delivery jobs from a variety of sources and passes them along to rideshare drivers looking to minimize their downtime and maximize their income
- Realized 20% week-over-week growth using a drip email campaign and strategies to increase app downloads and user retention
- Reimagined job role to include: performing in-house UI/UX design, developing a partnership program, and managing interns

Operations Associate (December 2018 – July 2019)

- Founding employee of a new startup
- Collaborated with co-founders to define and implement company vision, strategy, and workflow
- Executed projects and cultivated relationships with UI/UX designers and engineers
- Created original content and implemented social media strategy on multiple channels
- Largely responsible for operations: office management, copywriting, asset management, customer service, and human resources

TARYN URUSHIDO LLC | BROOKLYN, NY | JULY 2018 – MARCH 2020

Textile designer and fiber artist

Design Assistant

- Created content for a social media strategy which quickly grew to over 3000 followers
- Implemented zero-waste initiatives into textile designs

PARSEC MEDIA | NEW YORK, NY | OCTOBER 2018 (30-DAY CONTRACT)

Mobile advertising agency

Freelance Production Artist

- Improved internal marketing portfolio by creating a consistent design package for presentations, one sheets, case studies, and blog posts
- Assisted graphic design team with marketing campaigns

CATFISH ENTERTAINMENT | NEW YORK, NY | JUNE 2015 – AUGUST 2015

Event management company

Audio/Visual Intern

- Enhanced podcast episodes and created a more immersive experience by developing visual guides in Adobe Creative Suite

EDUCATION

New York University, May 2016

- Bachelor of Music in Music Technology with a specialization in Visual Arts
- Capstone Project: real-time audio visualizer based on synesthesia

SKILLS & INTERESTS

- **Technical Proficiencies:** Adobe Creative Suite, Sketch, Procreate, Final Cut Pro, Project Management Software (Monday.com, Jira, Trello, ClickUp), Content Management Systems (Wix), Social Media, Microsoft Office, Google Drive/G Suite
- **Professional Skills:** Product development, brand strategy, strategic planning, customer service, problem solving, adaptability
- **Interests:** Interactive and experiential design, digital painting, social justice, childhood education, all things DIY, swimming, podcasts
- **Portfolio & LinkedIn:** www.peytondoesthings.com | www.linkedin.com/in/kennedypeyton