KENNEDY MADDOX

Digital Communications | Social Media Strategy | Content Creation

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PROFESSIONAL SUMMARY

Communications professional with a journalism background and hands-on experience managing social media campaigns, editorial calendars, and multiformat content production. Proven track record using analytics to drive results -- 420,000+ views in 90 days, 20% follower growth, 35% increase in event attendance. Skilled at stakeholder communications, cross-functional collaboration, and moving content through approval workflows in fast-paced environments.

WORK EXPERIENCE

Project Coordinator | OneWe Reach — 2024 - Present

Communications and social media responsibilities

- Manage the organization's LinkedIn presence end to end, including content strategy, editorial calendar development, campaign planning, scheduling via Hootsuite, and community engagement -- driving 20% follower growth.
- Develop and produce multiformat content (written posts, graphics, video) in collaboration with external design partners; submit all content through manager review and approval before publication.
- Analyze LinkedIn Analytics and Hootsuite performance data to assess campaign effectiveness, identify content trends, and optimize posting cadence and format mix.
- Write, edit, and distribute stakeholder communications including event announcements, newsletters, and member-facing updates, ensuring consistent brand voice across all channels.
- Plan and execute event communications campaigns that contributed to a 35% increase in event attendance rates.
- Coordinate virtual and in-person event logistics including registration and attendee communications via Cvent; capture and repurpose event content for post-event social distribution.

Content Creator | Knuckle Up — 2025 - Present

- Built and manage a content operation averaging 140,000+ monthly views, with 420,000+ views generated in the most recent 90-day period across a library of 75+ videos and 50+ graphics.
- Develop and execute a data-driven content strategy, using platform analytics to track views, engagement rates, and audience growth and continuously refine format, messaging, and cadence.
- Concept, script, produce, and edit all video content; write all copy for posts and captions, maintaining consistent brand voice and visual identity across formats.

Outreach Coordinator | The Walt Disney Company — 2021 - 2024

- Produced and managed marketing and communications assets to promote campus engagement and DEI initiatives, coordinating with internal teams to ensure timely delivery and brand consistency across platforms.
- Built and maintained a pipeline database of 1,200+ HBCU students; served as primary liaison between students and corporate stakeholders, managing inbound and outbound communications.
- Managed enterprise calendar, coordinated cross-functional meetings, prepared agendas and internal reports, and oversaw collateral production including 68% on-time cross-country delivery.

Public Relations Intern | Fox Entertainment — 2021

- Wrote and edited talent feature copy for publication; maintained organized digital asset libraries to support the communications team.

Editorial Intern | Paper Magazine — 2020

- Published 6 original articles on culture and social justice, contributing to the editorial calendar from pitch through publication; transcribed interviews, wrote, and proofread content before going live.

EDUCATION

B.S. Journalism and Mass Communication | North Carolina A&T State University — 2021

PROFESSIONAL DEVELOPMENT

Ongoing study of FDA and FTC social media guidance for regulated-industry communications.

CORE COMPETENCIES

Social Media Strategy & Campaign Management • Editorial Calendar Ownership • Multiformat Content Creation • Performance Analytics & Optimization • Stakeholder Communications • Content Approval Workflows • Community Engagement • Cross-Functional Collaboration • Journalism & Storytelling

TECHNICAL SKILLS

Hootsuite • LinkedIn Analytics • Microsoft Office Suite • Google Workspace • Cvent • Smartsheet • Salesforce • Adobe Suite • Canva • CapCut