# Kennedy Schuchaskie

(517) 285–5360 | Kennedyschu@gmail.com | LinkedIn | Portfolio

## Experience

**Gupta Media** — **Boston, MA**

*Social Media Manager* — *June 2025 – August 2025*

- Scaled Amazon Fire Tablets' TikTok presence by +110% in 7 months by identifying emerging Gen Z & Gen Alpha trends early and activating platform-native storytelling.
- Launched Amazon's This Is Small Business podcast on YouTube, owning channel positioning, thumbnail direction, and copy strategy, outperforming CTR, engagement, and view duration benchmarks in month one.
- Supported online fan communities to surface cultural conversations, strengthening Disney Music Group and Hollywood Records' visibility through real-time, insight-led activation.
- Lead creative strategy for Amazon Publishing's nationally recognized authors, translating performance data into content that drives measurable engagement growth.

**Levelwing** — **United States (Remote)**

*Social Media Manager* — *December 2023 – January 2025*

- Grew Bridgestone's social audience by +37%  through data-driven content strategies, audience engagement, and trends
- Led onsite social execution at MINExpo, delivering live content strategy that generated +350% MoM engagement growth.
- Directed real-time content and strategy at the Music City Grand Prix, increasing engagement +61% MoM and strengthening brand presence within motorsport culture.
- Developed campaign briefs aligned with annual business priorities while sharing competitive and audience insights to inform future strategy.
- Delivered recurring performance reporting and regional intelligence to optimize campaign impact.

**J2 Marketing** — **South Bend, IN**

*Strategic Account Manager* — *January 2022 – October 2023*

- Managed 30+ client accounts, overseeing strategy, execution, reporting, and performance optimization.
- Launched a new Rise'n Roll Bakery product, driving an 11% increase in sales through strategic positioning.
- Executed a co-branded campaign with Frito-Lay for Ben's Soft Pretzels, increasing product visibility and driving retail traffic.
- Directed cross-functional teams across creative, media, and strategy to deliver high-impact campaigns.
- Managed budgets and timelines while implementing operational efficiencies to improve execution.

**Luxe Marketing** — **South Bend, IN**

*Field Sales Manager* — *June 2021 – November 2021*

- Led field marketing and sales initiatives for Fortune 500 clients including AT&T and Just Energy, driving customer acquisition through face-to-face activation.
- Managed, coached, and developed high-performing field teams, increasing close rates and consistently achieving quotas.
- Trained and mentored new hires, building accountability and a culture of ownership across the field team.
- Delivered consistent revenue growth by balancing premium customer experience with strong commercial execution.

## Education

Michigan State University — East Lansing, MI

*Cum Laude*

*B.S. Degree in Advertising Management, Minor in Advertising Analytics, Minor in Environmental & Sustainability Studies*

## Applicable Skills

Organic Social Strategy & Management, Content Planning, Account Management, Field Marketing, Client Relations, Community Management & Engagement, Influencer Partnerships & Collaborations, Team Leadership & Coaching, Content Creation (Adobe Creative Suite, Canva, CapCut)