

## **SUSAN M. KENNEDY**

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### **PROFESSIONAL SUMMARY**

Experienced tourism marketing professional in digital and traditional media with a solid understanding of integrated marketing strategies, advertising, internal and external communications, branding, and content marketing strategies. Over 20 years of experience in marketing in Wisconsin, across the USA, and overseas.

### **STRENGTHS**

- Development of strategic marketing and communications plans and implementation of digital and traditional marketing program strategies.
- Solid understanding of the latest web technologies including Google Ads, Google Analytics, Hootsuite, Adobe Creative Suite, Canva, Microsoft Office, WordPress, and other online tools.
- Critical thinker, analytical, detail-oriented, natural born proofreader, and visual eye for creativity.
- Analytical, exercise good judgment, easily able to prioritize, and make sound decisions.
- Proactive trouble shooter, problem-solver, collaborator, reliable, and team player.

### **PROFESSIONAL EXPERIENCE**

#### **COMMUNICATIONS MANAGER**

**Taliesin Preservation, Inc. – Spring Green, WI**

June 2022 – Present

- Lead all marketing and communications efforts for the promotion of tours, programming, workshops, summer camps, and other events at Frank Lloyd Wright's 800-acre estate in Spring Green, Wisconsin.
- Utilize expertise in the latest digital marketing technologies including Google Analytics, Google Ads, SEO tools, WordPress, Constant Contact, Meta, Hootsuite, and others.
- Prepare, monitor, and analyze marketing and communications strategies and adjust where needed.
- Demonstrated leadership abilities by spearheading all efforts and engagement related to a Travel Wisconsin grant that connects nine public sites along 200-miles of the Frank Lloyd Wright Trail.
- Liaised with sites and Travel Wisconsin representatives, developed, planned, and implemented campaign, collected pooled funds, presented campaign results, monitored budgets, provided reporting, and handled all financial details related to JEM Grant for the Trail.
- Conceived the idea and pioneered efforts to acquire space at Dane County Airport's Art Court for the Frank Lloyd Wright Trail exhibit, resulting in generating awareness and tremendous popular appeal.

#### **PROJECT MANAGER AND DIGITAL MARKETER**

**UW-Madison Digital Marketing Coursework**

May 2021 – January 2022

*Historic Virginia Key Beach Park – Agency Model Project*

- Led group of five as project manager to assist beach park in Miami with their digital marketing needs including increased online presence, awareness of its historical significance, and knowledge of the park's unique amenities for visitors and area residents.
- Developed pitch deck, analyzed buyer personas, competitors, social media, SEO, conducted keyword research, and created responsive Google Ads.

## **TOURISM CONSULTING (2007 – 2022)**

### **INDEPENDENT CONTRACTOR**

*Lakeshore Natural Resource Partnership (LNRP) | Niagara Escarpment Resource Network (NERN)* 2016 – 2022

- Connected with government, public agencies, natural and cultural heritage site managers, and tourism businesses to create a destination along seven counties in Wisconsin (250 miles) as part of a 1,000-mile geologic feature that connects Wisconsin to Niagara Falls via a “Great Arc” into Canada.
- Created “[WI-Ledge Geotourism Rambler](#)” digital platform to allow users, primarily on mobile devices, to identify trails and heritage sites along the Niagara Escarpment (a.k.a. ‘The Ledge’) in Wisconsin.
- Developed survey for local tourism businesses to qualify for inclusion on the map based on their commitments to sustainability and contributions to the triple bottom line of people, planet, profits.
- Applied for and granted Travel Wisconsin Partner access to the state’s content management system.

*International Development Consultant – USAID, WorldBank, WWF, and others* 2007 – 2020

- Developed professional website outlining all international work projects at: [susankennedy.org](http://susankennedy.org)
- Authored numerous management plans, feasibility studies, and promotional publications as a tourism and heritage consultant in 12 countries on four continents over a 13-year period.
- Subcontracted to consult on marketing and branding efforts in Cambodia, Jordan, and the Former Soviet Union to enhance each country’s international image and online presence.

*Lawrence University – Appleton, Wisconsin* 2017

- Adjunct Lecturer in Public History Management of cultural and natural heritage sites.
- Created entire curriculum and taught course utilizing firsthand professional experience in tourism development and sustainable destination management from over 13 years in the field worldwide.

*Cambodia’s Ministry of Tourism – Phnom Penh, Cambodia* 2008 – 2010

- Worked closely with top government officials to create Cambodia’s first-ever national branding campaign, “[Cambodia: Kingdom of Wonder](#)” including logos, brand book, and promotional video. Brand has withstood the test of time and is currently part of the country’s vernacular.
- Managed all aspects of producing two 84-page “[Stay Another Day Cambodia](#)” booklets and established online presence. Gathered all initiatives, wrote articles, edited, and assisted in design.

*Saatchi & Saatchi Advertising – New York City, and Manus Direct Response – Seattle, WA* 1995 – 2001

- Senior Account Executive in advertising agencies in NYC and Seattle on tourism-related accounts.
- Liaised between agency and clients to strategically place advertising with \$7 million budget in consumer magazines, trade publications, newspapers, direct mail, brochures, radio, TV, and video.

## **EDUCATION**

**University of Wisconsin Madison – Online** January 2022

Digital Marketing Professional Certification – 400 Hours of Online Instruction

*Google Analytics, Google Ads, Google Search Console, Keyword Planner, SEO, Meta, Social Media Marketing (SMM), Canva, Hootsuite, WordPress, email marketing, data mining and analysis, and competitive research*

**University College London (UCL) – London, United Kingdom**

Master of Arts (MA) – Managing Archaeological Sites | Fieldwork along the Great Silk Road in Kazakhstan

**The George Washington University | School of Business – Washington, D.C.**

Master of Tourism Administration (MTA) – Sustainable Destination Management

**University of Minnesota – Minneapolis, MN**

Bachelor of Arts – Journalism and Advertising