**Kacey Cannon**

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**PROFESSIONAL SUMMARY**

Ambitious MS in Marketing candidate with a strong foundation in digital marketing and customer relationship management. Recognized as Haslam College of Business Top Graduate and Volunteer of Distinction, showcasing a strong academic and service record. Demonstrated ability to create and execute impactful marketing campaigns that enhance brand presence and drive measurable results. Passionate about utilizing data analytics and innovative solutions to create impactful marketing initiatives that support business objectives and enhance customer experiences.

**EDUCATION**

**University of Tennessee**, Haslam College of Business Knoxville, TN

*Master of Science in Marketing* May 2025

*Bachelor of Science in Business Administration, Marketing* May 2024

**EXPERIENCE**

**MARKETING & SALES INNOVATION ALLIANCE**, *Graduate Assistant*, Knoxville, TN August 2024 – Present

* Supported planning and execution of Mega Recruiting Event by designing digital signage, offering guidance to students, and leading transitions between networking rounds to ensure punctuality and smooth event flow
* Facilitated brainstorming sessions, listened to client-facing pitches, and provided candid feedback to 14 students in the Boldsquare Residency class, enhancing their learning experience and providing teaching support to instructor
* Assisted in compiling data and authoring updates for bi-weekly reports to Nissan USA’s executive level leadership, delivering actionable insights and adding value to Marketing Insights Partnership

# **JOSIE’S BOUTIQUE AND SALON**, *Night Manager*, Powell, TN April 2021 – June 2024

* Supervised average of six night shift and weekend employees and prioritized duties based on individual employee strengths to ensure smooth and productive weekly workflow
* Communicated with team members to brainstorm, design, promote, and execute first community Gameday Launch Party resulting in attendance of over 300 customers
* Collaborated with management to develop streamlined handbook of store policies and procedures, trained over 15 new hires in accordance with handbook to foster strong work ethic, store unity, and overall cohesion

# **VISIT KNOXVILLE**, *Fall Marketing Intern*, Knoxville, TN August 2023 – December 2023

* Produced and managed six short-form videos for Instagram and TikTok, boosting social media engagement and promoting local attractions
* Developed and optimized three long-form blog posts for SEO, updating content to enhance website search visibility and increase organic traffic
* Assisted with logistics for five independent writers during a familiarization tour, enhancing content quality and ensuring a seamless experience

**OTHER EXPERIENCE**

**Quantitative Marketing Insights Project** August 2024

* Designed eight social media ads, tested with a survey of 204 respondents to evaluate effectiveness; performed conjoint analysis and 2x2 ANOVA on three key factors, delivering insights through compelling data storytelling

**Digital Consumer Insights Project** October – December 2023

* Created and executed a digital marketing campaign via TikTok, employing A/B testing and performance monitoring, leading to increased engagement and a detailed presentation of actionable recommendations

**Kohl’s Project Based Learning Capstone** January – May 2023

* Developed an award-winning marketing strategy to expand Kohl’s audience, creating a comprehensive 21-slide presentation and four-month implementation timeline that received top honors in the course

**SKILLS**

# **Technical:** Google Suite, Microsoft Office, Tableau, Canva, WordPress, Simpleview, SPSS

# **Certifications:** Google Analytics 4, HubSpot Inbound Marketing, Finding Common Ground Empathy Training