

# Kenna Montgomery

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## PROFESSIONAL SUMMARY

Marketing professional with experience managing 15+ client accounts across multiple industries. Skilled in digital marketing, content creation, email marketing, branding, analytics, and client relations.

## EDUCATION

**University of Tennessee**, Haslam College of Business  
*Master of Science in Marketing*  
*Bachelor of Science in Management*

Knoxville, TN  
May 2027  
December 2025

## EXPERIENCE

**DAWN MARKETING**, *Marketing Coordinator*, Paso Robles, CA

March 2026 - Present

- Design, schedule, and optimize 75+ monthly marketing assets, including social media posts, email campaigns, blogs, website updates, and promotional graphics
- Produce marketing materials supporting 20+ annual community events, hiring campaigns, and business promotions for diverse client organizations
- Generate 50+ strategic content concepts to maintain brand consistency while increasing audience engagement
- Create 15+ monthly branded graphics, marketing copy, and short-form videos using Canva and CapCut

**AURELIA**, *Digital Marketing Intern*, Los Angeles, CA

February 2026 - Present

- Develop and execute digital marketing campaigns with founder to support brand growth and audience engagement across multiple digital channels
- Build 10+ weekly content concepts to strengthen brand identity across Instagram, TikTok, and other digital platforms through strategic content planning
- Create branded graphics, marketing copy, and short-form video content using Canva and CapCut

**STAY PASO**, *Administrative Assistant*, Paso Robles, CA

August 2022 - January 2026

- Managed maintenance requests and coordinated cleaning schedules to ensure timely property turnover across multiple short-term rental properties efficiently
- Supervised 5+ reservation logistics, guest communications, and administrative processes to deliver seamless guest experiences and timely property turnover

## OTHER EXPERIENCE

**\$500 PROJECT**, *Entrepreneurial Marketing 450*, Knoxville, TN

December 2025

- Developed startup marketing strategy through the University of Tennessee's \$500 Entrepreneurial Marketing Project, applying budgeting, market research, and business development principles
- Collaborated with six-member team to execute Google Ads and guerrilla marketing for tailgating startup
- Partnered with one influencer to promote brand awareness for SEC tailgating startup

## SKILLS

**Technical Skills:** Microsoft Office Suite, CapCut, Canva, Klaviyo, Adobe Express, Constant Contact, Meta Business Suite

**Certifications:** Microsoft Excel Certification (Advanced), Bloomberg Market Concepts (BMC)