

Kennedy Cope

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PROFESSIONAL EXPERIENCE

Flywheel, Part of Omnicom Group Inc.

Chicago, IL

Creative commerce agency specializing in connected experiences that drive sales and build brand commitment.

Assistant Account Executive

October 2024-Present

Cricket Wireless / Bel Brands

- Leads internal meetings to kick off creative projects, provide project updates, and ensure alignment with client goals, managing the creative routing process and preparing clear change orders with direction and communication.
- Manages the development and execution of digital and in-store displays at major retailers (Walmart, Target, Albertsons) for brands including Babybel, The Laughing Cow, Boursin, and Cricket Devices.
- Cross-functionally acts as a liaison between a team of 1-22 clients and internal team members, establishing clear communication, managing expectations, and effectively relaying feedback.
- Fosters positive, professional relationships with internal teams, vendors, clients, and coworkers, creating a collaborative work environment.
- Assists with project management timeline creation, proofing layouts, and tracking client assets to ensure brand guidelines are being followed

Bel Brands Specific

- Oversaw billing and finance for the Bel team, managing budgets of up to \$10 million, guaranteeing financial accuracy and timely reporting.
- Curated and organized internal reporting documents to track media results for both completed and ongoing campaigns

Account Service Intern

June 2024-July 2024

- Prepared job starts and briefs in alignment to client goals to effectively lead internal creative kick offs, managed the creative routing process, and developed change orders with clear direction and communication
- Acted as a liaison between clients and internal teams, effectively relaying information and managing expectations/feedback
- Organized and curated internal reporting documents to keep track of campaign media results for completed projects and projects yet to finish
- Collaborated with fellow interns on a summer project, demonstrating teamwork and project management skills.

EDUCATION

Clemson University

Clemson, SC

Bachelor of Science in Marketing

May 2024

Brand Communications Minor

University Studies Abroad Consortium

Bilbao, Spain

International Marketing, Corporate Finance, and Surfing

Summer 2022