Adam Kenzie

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PROFESSIONAL SUMMARY

Marketing graduate with hands-on experience in digital marketing, branded content creation, event promotion, and campaign support. Strong communicator with experience collaborating across teams, creating on-brand marketing materials, and supporting initiatives from planning through execution. Interested in combining creative content, analytics, and customer insights to develop marketing strategies that drive engagement and business growth.

EXPERIENCE

Varris Marketing | Remote | July 2026 - Present
Marketing Intern

- Develop and implement content across digital product promotions, breadcrumb posts, Gen X-focused business content, and marketing growth tips
- Create engaging, audience-focused messaging that addresses common business challenges while naturally connecting audiences to relevant products, resources, and services
- Contribute to content strategy by identifying practical marketing insights, translating them into accessible social media content, and maintaining consistent brand voice and messaging

Redline Drive-In | Chautauqua, NY | May 2026 - September 2026
Marketing & Event Coordinator

- Formulated and managed **5+** social media campaigns promoting restaurant offerings and events, creating engaging content aligned with the restaurant's 1950s-inspired brand
- Conceptualized and launched "Redline After Nine," a weekly outdoor movie series that attracted **30+** attendees per event and expanded the restaurant's entertainment offerings
- Coordinated event marketing and execution, including promotional strategy, event logistics, and on-site customer experience, driving **700+** new Instagram followers over the summer

Fort Collins Country Club | Fort Collins, CO | March 2025 - March 2026
Golf Services Attendant

- Delivered personalized customer experiences to a membership base of **400+**, strengthening brand perception and member satisfaction
- Collaborated with **5+** management associates to support **10+** special events, as well as daily operations, ensuring clear communication and smooth execution across teams
- Maintained a clean, fully stocked, and visually polished golf plaza to support a consistent on-brand experience

ERA Team VP Real Estate & Vacation Properties | Chautauqua, NY | June 2024 - August 2024
Marketing Intern

- Designed **20+** on-brand marketing graphics using Canva for social media, recruitment campaigns, mergers & acquisitions initiatives, and company-wide event promotions
- Led the design and production of ERA's Awards Brochure in Canva, transforming a concept into a polished, full-length marketing asset distributed to **80+** company agents
- Supported the planning and execution of the annual ALS Agents of Hope Golf Tournament, contributing to **$18,000+** raised through coordinated marketing and event promotion efforts

EDUCATION

Elon University – Love School of Business | May 2024
Bachelor of Science in Business Administration degree with a Major in Marketing & Minor in Sport Management
DIS Study Abroad in Scandinavia: Copenhagen | Fall 2022 Semester
Kansai Gaidai University, Japan: Asian Studies Program | Spring 2023 Semester
Honors: 3.496 GPA, Dean's List (Spring 2021 & 2024, Fall 2022), President's List (Spring 2022)

CERTIFICATIONS

Google Analytics Certification (2026) | Google AI Essentials | Google Ads for Beginners
HubSpot Email Marketing Certification
Microsoft Office Specialist: Excel Associate
Artificial Intelligence: Pryor | Generative AI, Responsible AI, Prompting, Data Privacy, ChatGPT for Business

SKILLS AND INTERESTS

- **Marketing Skills:** Marketing Analytics, Marketing Strategy, Digital Marketing, Market Research, AI in Marketing
- **Tools:** Canva, SPSS, Excel, PowerPoint, Word
- **Interests:** Snowboarding, Golfing, Weight Lifting, International Traveling