

Lee Kuykendall

Brand Strategist

I don't know what I'm doing, but I know how to figure it out.

RELEVANT WORK EXPERIENCE

December 2019 to Present

**Graduate Teaching Assistant
VCU Brandcenter**

Wrote case studies, built course materials and assisted in grading for a graduate level brand management class.

August 2019 to Present

**Content Strategy Graduate Assistant
Institute for Contemporary Art @ VCU**

Assist with PR, social media strategy and media buying for one of the world's newest contemporary art institutes.

May 2019 to August 2019

**Strategy Consulting Intern
Sylvain Labs**

Worked on strategy and new product innovation teams for American Express, Amalgamated Bank and BlackRock.

February 2016 to August 2018

**Business Analyst - PR & Special
Projects
Dominion Energy**

Managed a \$10 million budget, launched the companies experiential marketing vehicle, project managed a national rebrand and assisted with communications for a PGA TOUR event.

April 2011 to April 2015

**Infantry Sergeant
United States Marine Corps**

Served two combat deployments to Afghanistan, planned and executed combat missions and maintained responsibility for up to 32 Marines.

CONTACT

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804.761.0522

EDUCATION

August 2018 to May 2020

**Masters of Science - Business
VCU Brandcenter**

August 2015 to December 2017

**Bachelors of Science - Marketing
Virginia Commonwealth University**

FREELANCE

3 Month

Squarespace

B2B Marketing & Crisis Consulting

6 Month

H.J. Russell & Company

Data Vis. & Target Market Frameworking

3 Month

Outdoor Access

Holiday Marketing Communications