

Shawna Kennedy

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Professional Summary

Creative and results-driven professional with experience in social media management, virtual assistance, e-commerce coordination, and content creation. Skilled in building online communities, managing client communications, and supporting business growth with strong organization and marketing strategies. Grew a combined social following of over 13K across TikTok and Facebook, with proven success in digital product launches and branding.

Key Skills

- Virtual Assistance (Admin, Scheduling, CRM, Bookkeeping)
- Social Media Strategy & Content Creation
- E-commerce Setup & Product Launches
- Community Engagement & Growth
- Content Writing & Copywriting
- Website Design (Wix, Canva, Gumroad)
- Digital Branding & Monetization
- Client Communication & Support

Professional Experience

Digital Author & Content Creator | Self-Employed | 2023 – Present

- Published lifestyle and personal development eBooks generating passive income
- Built 6K+ TikTok followers and 7.3K+ Facebook followers, achieving 31K+ video likes
- Created branded landing pages and e-commerce stores using Wix, Canva, and Gumroad
- Designed content strategies that boosted engagement and sales
- Provided freelance website design, brand styling, and digital product formatting support

Real Estate Assistant | South Georgia | Aug 2022 – Present

- Supported \$5M+ in residential property transactions by coordinating listings, inspections, and closings
- Designed marketing flyers and social media campaigns to promote listings
- Managed CRM system to improve client follow-ups and retention
- Handled bookkeeping tasks including invoicing and expense tracking

Education

High School Diploma | Statesboro High School | 2023

Entrepreneurial Project

Personal Trainer AI App | In Development | 2024 – Present

- Currently in the finishing stages of building a personal trainer AI mobile application
- Designed the app to provide personalized workout plans and fitness guidance
- Leveraged digital marketing, branding, and business strategy expertise to ensure launch success
- Projected to be a successful commercial product with strong market potential