

KENNEDY SATTERFIELD

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EDUCATION

MA, Strategic Communications – Arizona State University, Walter Cronkite School of Journalism & Mass Communication
2024 - 2025 (Fall 2025)

Graduate Research Assistant, American Indian Policy Institute – Strategic Communications & Marketing Management

BS, Communication – Arizona State University, W.P. Carey School of Business
2012 - 2016 | 3.49 CUM LAUDE

WORK EXPERIENCE

Communications & Digital Strategy – *American Indian Policy Institute (AIPI)*
August 2024 – Present (Full-time)

Lead strategic communications and digital engagement efforts for an Indigenous-led policy institute focused on Tribal sovereignty and equity. Oversee campaign strategy, brand development, and multi-platform content creation, ranging from written features to video storytelling, to grow awareness, deepen engagement, and position AIPI as a national thought leader.

- **Audience Growth & Engagement:** Drove a 400% increase in social media engagement across LinkedIn, Instagram, and Facebook, with an average of 1,600+ views per post and a click engagement rate of 8.9% (up from 4%).
- **Expanded Digital Reach:** Increased reach to non-followers on Instagram from under 10% to over 50% on key content campaigns, significantly improving discovery and audience growth.
- **Publications:**
 - [Understanding Tribal Digital Sovereignty. A Rising Movement](#)
 - [Letter to the President From Tribal Organizations](#)
 - [AIPI 2024 Impact Report](#)

Senior Manager, People Operations – *DoorDash*
January 2022 – June 2024 (Full-time)

Directed enterprise-level initiatives focused on internal communications, brand-aligned employee engagement, and operational excellence across a 350+ person organization. Developed systems and messaging that strengthened internal culture, supported hybrid work transitions, and reinforced company-wide alignment on brand values and strategic goals.

- **Strategic Communications Leadership:** Overhauled internal communications to ensure consistency, clarity, and alignment across departments—boosting employee engagement and increasing eNPS from 40% to 75%.
- **Organizational Brand Building:** Created communication and performance frameworks that reinforced company identity and values across diverse teams during a major hybrid workplace transition.
- **Cross-Functional Program Design:** Led the design and rollout of employee development and leadership pathways, improving internal promotion rates by 18% and deepening team-wide alignment with company objectives.
- **Hybrid Experience Strategy:** Guided the transition to a hybrid work model across multiple functions, increasing productivity by 17% through change management, culture-building, and operations planning.

Senior Manager, Client Success – *DoorDash*
March 2020 – February 2022 (Full-time)

Led strategic marketing, communications, and client engagement initiatives to support revenue growth, customer retention, and operational scalability. Oversaw cross-functional teams across onboarding, marketing, and post-sales, ensuring consistent brand

experience and alignment with business goals across markets.

- **Brand-Aligned Experience Strategy:** Built and scaled the end-to-end client journey—integrating marketing, onboarding, and support to deliver a seamless, brand-consistent experience for small and mid-sized business partners.
 - **Global Operations & Messaging Alignment:** Spearheaded onboarding improvements across U.S. and European markets, reducing merchant setup time by 60% and strengthening cross-regional brand cohesion.
 - **High-Impact Campaigns:** Directed revenue-driving strategies and customer communications that positioned the Client Success org as the top-performing sales support team, earning President's Club honors in 2021.
 - **Equity-Focused Culture Initiatives:** Launched internal DEI communications campaigns and virtual community programming during COVID-19, contributing to improved workplace equity and morale across distributed teams.
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PROJECTS

2025 ASU GenAI Student Committee— Student advisory committee on GenAI, AI events, and faculty advisory.

2024 Natives Rising STEM Camp— Co-coordinated, led, and marketed the Natives Rising 2024 STEM camp.

2023 DoorDash Women In Tech Co-Chair— Co-chaired the women in tech Phoenix chapter.

2020 DoorDash Hackathon— The team developed a Slackbot to flag and replace biased word choices.