

DORRI KANNELL

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EXPERIENCE

Doctors Without Borders, New York, NY

Digital Marketing Intern

Sep 2025 – Dec 2025

- Reviews and optimizes marketing emails to ensure accurate audience targeting, brand alignment, and deliverability, contributing to generating campaigns generating over \$1 million in monthly revenue.
- Collaborates cross-functionally with email, communications, and external agency teams to coordinate campaigns.
- Performs competitor research and delivers actionable insights to email team to inform donor activation strategies.
- Schedules and manages email deployments to meet campaign timelines and strategic goals.
- Manages project schedules to ensure team alignment and timely delivery amid shifting deadlines.
- Oversees and updates content calendar to support consistent and organized marketing communications.
- Creates data reports integrating source codes to track and analyze earning trends over time.
- Implements rapid-response email campaigns to address time-sensitive communication and engagement opportunities.

F-U Cancer

Digital Marketing Intern

Sep 2025 – Feb 2025

- Conducts competitive and market research to identify trends, market gaps, and growth opportunities.
- Creates engaging social media content that aligns with brand identity and consistently generated 1,000+ views per post.
- Researches and identifies potential influencer partnerships.
- Designs digital avatars tailored to different demographics and topics to enhance user engagement.

Pediatric Ophthalmic Consultants, New York, NY

Surgical Coordinator

Jan 2022 – Sep 2025

- Optimized the patient experience through all stages of the surgical process.
- Managed cross-functional communications between organizations, surgeons, hospital staff, and patients.
- Developed tailored messaging to streamline patient education, demonstrating expertise in content delivery.
- Created educational and branded material ensuring the translation of complex medical language into understandable content.
- Discussed procedural costs with patients, strengthening persuasive communication, trust-building, and customer-facing skills.
- Trained and supported new employees for detail-oriented workflows and time management, demonstrating leadership.

Medical Scribe and Technician

Jan 2020 – Jan 2022

- Collaborated closely with physicians to document patient interactions, demonstrating real-time data capture and communication.
- Gathered and processed qualitative data (patient histories and feedback) to inform next steps.

EDUCATION

Wake Forest University

Dec 2025

Master's in Digital Marketing, GPA: 4.0

- Focuses on leadership and technical expertise in marketing strategy and campaign advocacy.
- Capstone: Developed digital media marketing corporate campaigns that included extensive primary and secondary research, a competitive landscape, target customer identification, path to purchase analysis, and strategic implications.

The Pennsylvania State University, State College, PA

Aug 2019

Bachelor of Science, Bio-Behavioral Health

- Focused on interaction between behavior and biology to address and solve problems related to health and illness.
- Capstone: Developed a promotion program for college students to support healthy eating, including survey and interview design, implementation strategies, and creation of educational materials.

SKILLS

- **Marketing Skills**: Project and Campaign Management, Marketing Funnel, UX (User Experience), Journey Mapping, SEO, A/B Testing, KPIs, Market Trend and Competitor Research, Consumer Analysis, Presentation
- **Software Skills**: MS Word, Excel, PowerPoint, Canva, Tableau, Salesforce Marketing Cloud, Salesforce NPSP, Go Fund Me Pro, Hootsuite, CapCut, iMovie, Photoshop, Adobe Acrobat, Monday, Asana
- **Social Media Skills**: Instagram, X, Facebook, LinkedIn, TikTok, Snapchat, Pinterest
- **Certifications**: Google Analytics, HubSpot