

MARKETING

Anvitha Makineni

Under the Mentorship
of Mrs. Lacy Edmondson

Independent Study & Mentorship
Final Presentation Night

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ABOUT ME

I am currently a senior at Frisco High School, where I am a second year student in the Independent Study and Mentorship (ISM) program studying marketing.



Apart from ISM, I am involved with different social justice and activism organizations where I fight for causes important to me. During my freshman year, I co-founded a chapter of the Human Environmental Animal Team (H.E.A.T.) non-profit at my high school. Through H.E.A.T., I have been able to get together a group of highly driven and motivated members to organize community-wide campaigns and service projects. I am also involved in the chamber orchestra program, where I have continued my musical journey playing the piano and violin for almost nine years. In my free time, I enjoy playing tennis and traveling.

MY MENTOR

Mrs. Lacy Edmondson

Senior Director of
Experiential
Marketing at Kendra
Scott



Mrs. Lacy Edmondson received her Bachelor of Arts degree in American Studies at the University of Texas at Austin and has since been a proud Longhorn. She went on to work in the areas of public relations and events, brand building for various different accounts, beginning primarily with beauty accounts such as John Frieda Hair-care, Warren-Tricomi Salon, The Cosmetic Market, and Jeni Lee Cosmetics before shifting her focus to luxury lifestyle accounts such as the Morgans Hotel Group, Gucci, Swarovski, Hotel ICON, and New York Times Style Magazine T:Style. In 2015, Mrs. Edmondson began her work for Kendra Scott in Austin as Corporate Events Manager and later became the Director of Special Events. Now, she is the Senior Director of Experiential Marketing at Kendra Scott, where she leads a team of four incredible individuals and manages areas such as press, events, retail marketing, philanthropy, and the campus ambassador program.

At heart, Mrs. Edmondson is a storyteller, communicating and presenting the incredible missions and stories behind various brands she has worked with. She is passionate about building meaningful connections with customers, or whoever else it may be, and she is dedicated to spreading Kendra Scott's impactful message of changing the community and the world.

FINAL PRODUCT



My final product this year is all about understanding how to best engage with and market to the Gen Z customer. My product is an accumulation of primary and secondary research, a research paper, and a marketing proposal in which I have proposed various marketing ideas for the brand Kendra Scott to implement in order to improve their engagement with Gen Z. I have learned an incredible amount about the world of marketing through my final product that I know I will take with me into college and beyond.

A SPECIAL THANKS TO the people I owe my success to...

Mrs. Edmondson has supported me so incredibly much throughout this past semester. She has taken the time out of her busy schedule to share her knowledge about the field of marketing with me, and I am so grateful for all of her amazing guidance on my final product. I know I will take everything she has taught me with me into my future career.

Coach Goff has supported me now for two years as I navigated through my ISM journey. She has provided me with so many incredible opportunities to build my career skills, and I will forever be grateful for all that she has done to support me. Thank you for believing in me, Coach Goff!