

# Keenan J. Baker

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## EDUCATION

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**UNC-Chapel Hill - Morehead-Cain Scholar**

**Class of 2026**

**Honors Carolina**

Major: Media and Journalism

Minor: Data Science

## WORK EXPERIENCE

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**Fleet Feet Carrboro Team Lead & Inventory Coordinator** - Carrboro, NC & Durham, NC

August 2023 - Present

- Retail floor management of sales staff and day-to-day operations ensuring a consistent customer experience, while exceeding sales goals.
- Responsible for receiving products into store point-of-sale systems, managing outgoing shipments, stocking inventory and completing cycle counts, processing returns, and fulfilling online customer orders.

**rustMedia Intern - Cape Girardeau, MO**

May - July 2024

- Journalist and feature writer for SE Missourian [www.semissourian.com](http://www.semissourian.com) daily newspaper covering local news, people, sports, business, jobs, and community events, published six days a week.
- Collaborated with a team of 10 journalists to produce a daily print newspaper with a circulation of ~10,000.
- Utilized public records and databases to investigate, fact-check, and verify sources for a series of articles ranging from controversial political topics, environmental challenges, and military strategy.
- Content Writer for B Magazine, regional business publication that covers critical business news in Southeast Missouri, including the annual Difference Makers edition highlighting community impact makers.
- Conducted in-depth interviews with local business owners and leaders to uncover their impact on the region.
- Served as photojournalist for local concerts, city wide events, and summer entertainment series.

**Pace Yourself Run Company** - Holly Springs, NC

June 2023 - August 2023

- Worked with customers and the team to ensure each customer receives a unique customer experience from the sales floor to check out while learning the details of each shoe, apparel item and accessory in the store. Utilized RICS Retail POS and Inventory Management Software.
- Helped with organization and operation of the store, including restocking of inventory to bartending and managing general cleanliness.

**Fleet Feet Carrboro Outfitter** - Carrboro, NC (& Durham, NC)

May 2020 - May 2023

- Provided personalized solutions and delivered service and support as part of the Corporate Headquarters of the largest running retail store in the U.S. (as well as in three additional franchise locations in Raleigh, NC & Morrisville, NC).
- Served and outfitted customers with everything needed to have a successful run, whether that entailed an introduction to cutting edge running shoes, socks, or gear, or an invitation to a training program run. Utilized RICS POS Software.
- Helped to maintain organization, cleanliness, and restock storewide, following strict COVID guidelines.

**Morgan CARES Intern** - Baltimore, MD

May - July 2022

- Supported the Morgan CARES (Community-Aligned REsearch Solutions) mission to address health inequalities that exist in Baltimore City disproportionately across minority communities.
- Partnered with community and academic leaders to increase awareness and understanding of community health disparities surrounding housing, food security, physical and mental health, vocational training, etc.
- As part of the Community Award Program, reviewed applications for grant funding for small seed initiatives intended to support community-campus collaborations.

**Cross Street Partners LLC/Center for Neighborhood Integration (CNI) Intern** - Baltimore, MD

May - July 2022

- Joined Cross Street Partners' efforts to rebuild the East Baltimore community, creator of the vibrant urban mixed-use Center for Neighborhood Integration (CNI) space, built on a foundation of innovation and entrepreneurial activity.
- Spearheaded research to provide insight into East Baltimore's community resources, partners, and offerings by creating an interactive and exhaustive map for community members and neighbors <https://www.hoen.co/neighborhood>

**Perspective Mission Photo Letter Art**

2018 - 2021

- Founder & photographer for custom photo letter art charitable organization ~ a fundraising vehicle for domestic & international service. Established in 2018 with year over year growth and impact.
- Responsible for website, photography, design, editing, custom frame manufacturing, delivery, and marketing.

## **COMMUNITY SERVICE AND PERSONAL DEVELOPMENT**

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### **UNC Community Government: Cobb Dormitory**

2021 - 2022

- Official photographer for Cobb Dorm community-wide events and programs intended to support mental health and increase social advocacy, inclusivity, and community outreach.

### **Colorado Outward Bound Participant**

July 2021

- Embarked on a 23 day outdoor leadership excursion in the Colorado Rockies as part of a 10 person team. With a focus on alpine backpacking and rock climbing, became proficient in map navigation, survival, backcountry cooking, solo expeditions, and decision-making in a group-led environment. The Sangre de Cristo Mountains provided the ultimate opportunity to challenge oneself physically, mentally and emotionally with a foundation of character, leadership, and service.

### **UNC Run Club Member**

2021 - Present

- Active member of UNC's casual, yet competitive, running club. Compete in Fall Cross Country races and Spring road races.
- UNC "Tarheel Ten-Miler" Double Down 14 Mile Race Challenge Finisher - 2022