



KENNETH BURKEY

DIGITAL MARKETING SPECIALIST

Hello, I'm Kenneth, I'm a creative professional specializing in visual storytelling and branding. I picked up the camera at 15 and haven't put it down since. Over the years I've also developed a deep love for creating brands that tell powerful stories. From taking mouth-watering food photography for restaurants, to designing for local lifestyle brands, and working with nonprofit organizations in developing countries, I've had the privilege of lending my skills in digital marketing to create unforgettable campaigns. I am excited to connect and work together!

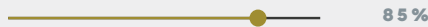
Contact

kennethjordanburkey@gmail.com

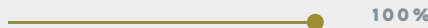
(530) 306 - 5901

SKILLS

Client Management & Sales
Software: Shopify, Printavo,
Slack, and Trello



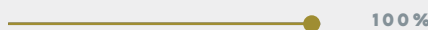
Brand Creation & Management



Adobe Suite



Content Creation:
Photo, Video & Graphic Design



WORK EXPERIENCE

DIRECTOR OF MARKETING & SALES

2018 - Current • JG Graphics - Branding & Promotional Products

Oversee marketing and sales programs boosting sales 70% in year 1 and 50% in year 2. Main duties include: (1) Management of social media and digital campaigns to boost sales and client retention (2) Creative content creation and management (3) Graphic design (4) Client management and sales; supporting local businesses to strengthen their brand identity through production of merchandise and promotional items.

○ ○ ○

DIGITAL MEDIA SPECIALIST

2010 - Current • Kenneth Jordan - Digital Marketing

Owner of communications and marketing business working with a wide array of clientele. Main duties include: (1) Production of high quality photography, digital and print material for individuals, companies and nonprofit organizations (2) Support various communication teams with social media content creation, including but not limited to, photography and videography (3) Maintaining client relationships (4) Marketing and promotion of Kenneth Jordan Photography/Kenneth Jordan Digital Marketing.

○ ○ ○

FIELD COMMUNICATIONS - RWANDA

2016 - 2018 • HOPE International - Non-Profit Organization

Lead communications for all of HOPE's Rwandan programs. Responsible for: (1) Content creation; conveying the work of the organization through photo, video and blogging (2) Created branding and organizational culture guidelines (3) Lead social media campaigns to bridge the gap between U.S. supporters & international clients.

EDUCATION

2008 - 2012

- Azusa Pacific University
- B.A. Communications
- Minor in Photography

2020

- Google Analytics Certification