



# KENNETH BURKEY

## DIGITAL MARKETING SPECIALIST

Hello, I'm Kenneth, I'm a creative professional specializing in visual storytelling and branding. Over the years I've developed a deep love for creating brands that tell powerful stories. From taking mouth-watering food photography, to designing apparel for local lifestyle brands, and working with nonprofit organizations, I've had the privilege of lending my skills in digital marketing to create unforgettable campaigns. I am excited to connect and work together!

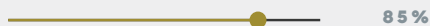
Contact

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(530) 306 - 5901

## SKILLS

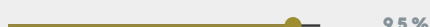
Client Management & Sales  
Software: Shopify, Printavo,  
Slack, and Trello



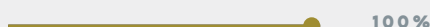
Brand Creation & Management



Adobe Suite



Content Creation:  
Photo, Video & Graphic Design



## WORK EXPERIENCE

### DIRECTOR OF MARKETING & SALES

**2018 - Current** • JG Graphics - Screen Printing & Branding

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.

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### BRANDING / GRAPHIC DESIGN / PHOTOGRAPHY

**2010 - Current** • Kenneth Jordan

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.

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### COMMUNICATIONS SPECIALIST - 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

### 2021 - Current

- UX/UI Design - Career Foundry