



RUTH KENNEDY

RUTH@RUTHKENNEDYDESIGNS.COM

RUTHKENNEDYDESIGNS.COM

OBJECTIVE:

To contribute my extensive creative talents and project management skills to an excellent team.

EXPERIENCE:

RUTH KENNEDY DESIGNS, Jan 2003- Present:

- Sole proprietorship **creative direction, design, and photography**
- Short to long term contracts
- Currently, accepting small projects, including shooting portraits/events, and designing anything from logos to websites.

INTERIM MARKETING SPECIALIST, JACK'S FAMILY RESTAURANTS, Nov 2015 – Jan 2016:

- Digital Analytics & Campaign Analysis
- Social Media Buying • Photo/Graphic Imaging
- Building Presentations

CREATIVE DIRECTOR/WEBMASTER, BLACK CREEK ISC, Nov 2014 – Jun 2015:

- Print ads • Website management • Writing press releases • Images/iconography for software, books, and manuals • PowerPoint presentations for sales and training

ASSISTANT VP MEMBERSHIP-LEADERSHIP DEPT, CIVITAN INTERNATIONAL,

Jan 2012 – Nov 2014:

- Non-profit project management, overseeing new clubs built in the United States
- Social media • Three newsletters monthly
- Quarterly membership promotions
- Event planning • Bi-monthly magazine for PR Department

PHOTOGRAPHER, FEMA, Temporary Contract, Jul-Sept 2012: • Disaster Relief Photographer (I was offered a permanent position, but reluctantly turned in down due to long-term deployments.)

[HTTPS://WWW.FEMA.GOV/MEDIA-LIBRARY/ASSETS/IMAGES/60716](https://www.fema.gov/media-library/assets/images/60716)

SKILLS:

- Visually creative
- Print design
- Web design (including my own portfolio: [HTTP://RUTHKENNEDYDESIGNS.COM](http://RUTHKENNEDYDESIGNS.COM))
- Photography/Image editing
- *Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver, Flash, Acrobat etc.)*
- *HTML with CSS and jquery (using Dreamweaver)*
- Cooperate branding/brand compliance
- *Google products/optimization (Ad Words, & Analytics)*
- *Microsoft Office (PowerPoint, Word, Excel, etc.)*
- Social Media content (*FaceBook, &, LinkedIn, Instagram, Google+, and Pintrest*)
- Social Media Optimization Tools (*Hootsuite, Offerpop, Survey Monkey, Track Maven, etc.*)
- Project management
- Writing and editing
- Creative talent management & training
- Customer service
- Office management
- Excellent time management
- Extremely organized
- Detail oriented
- Self-motivated

EDUCATION:

WESTERN KENTUCKY UNIVERSITY:

BA, Journalism, with concentration in photography, image editing, and graphic design

LYNDA.COM, (Industry-specific continuing education online)

VOLUNTEER/COMMUNITY INVOLVEMENT:

- Vice President, *NATIONAL ORGANIZATION OF WOMEN* (Birmingham Alabama Chapter)
- *MAGIC CITY ART CONNECTION*
- *TEDXBIRMINGHAM* (attendee)
- *AMERICAN RED CROSS OF CENTRAL ALABAMA* (PR)
- *UNITED WAY OF CENTRAL ALABAMA* (VAT Team for Education)
- Former Foster Parent