

# COREY KENERLY

CREATIVE PROFESSIONAL

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## PROFILE

AS A CREATIVE PROFESSIONAL WITH MANY YEARS IN THE INDUSTRY, I HAVE THE SKILL SET NECESSARY TO PROVIDE A HIGH QUALITY PRODUCT THAT MEETS AND EXCEEDS CURRENT INDUSTRY TRENDS AS WELL AS THE LEADERSHIP AND PROFESSIONALISM TO TAKE ON PROJECTS AND ELEVATE THEM TO THEIR FULL POTENTIAL.

## EXPERIENCE

### RUNNING PONY PRODUCTIONS // WRITER/PRODUCER/DIRECTOR // 2017 - PRESENT

RESPONSIBLE FOR WRITING, PRODUCING, AND/OR DIRECTING VIDEOS FOR BOTH BROADCAST AND DIGITAL USE THAT CLEARLY AND EFFECTIVELY COMMUNICATE THE CLIENT MESSAGING TO THE APPROPRIATE DEMOGRAPHIC.

#### RESPONSIBILITIES :

- WORK ALONGSIDE THE CLIENTS TO WRITE, PRODUCE, AND DIRECT VIDEOS THAT WILL MEET THEIR SPECIFIC NEEDS
- WORK WITH THE CLIENT SERVICES TEAM, CREW, AND POST-PRODUCTION TEAM TO BRING A PROJECT FROM CONCEPTUALIZATION TO COMPLETION

### ESCALADE SPORTS // MARKETING COMMUNICATIONS MANAGER // 2016 - 2017

RESPONSIBLE FOR FACILITATING MARKETING PLANS THAT GROW NEW OR EXISTING BRANDS TO ACHIEVE MAXIMUM GROWTH IN THE MARKETPLACE. MANAGES EXECUTION PLANS AS OUTLINED IN ANNUAL BRAND PLAN INCLUDING BUT NOT LIMITED TO TV, PRINT, WEB, PRO-STAFF, SPONSORSHIPS, SOCIAL MEDIA, VIDEO PRODUCTION, PUBLIC RELATIONS, SPECIAL EVENTS AND TRADE SHOWS.

#### RESPONSIBILITIES :

- DEVELOP AND EXECUTE MARKETING CAMPAIGNS AND STRATEGIES FOR MULTIPLE BRANDS IN TRADITIONAL AND DIGITAL SPACES
- LEAD ANNUAL BRAND PLAN, BRAND POSITIONING AND BRAND ARCHITECTURE PROCESS
- DEVELOP AND MAINTAIN RELATIONSHIPS WITH KEY INFLUENCERS AND CONSUMERS WITHIN THE INDUSTRY MARKETPLACE

### ESCALADE SPORTS // MULTIMEDIA SPECIALIST // 2014 - 2016

RESPONSIBLE FOR THE CREATION AND DEVELOPMENT OF PHOTOGRAPHY, VIDEOGRAPHY AND DESIGN PERTAINING TO BOTH PRINT AND DIGITAL MARKETING, SOCIAL MEDIA AND ECOMMERCE COMMUNICATION NEEDS OF THE 35+ SPORTS AND OUTDOOR BRANDS OF ESCALADE SPORTS.

#### RESPONSIBILITIES :

- SHOOTING AND EDITING PRODUCT, PACKAGING AND LIFESTYLE PHOTOGRAPHY AND VIDEO WITHIN INDOOR, OUTDOOR, AND STUDIO ENVIRONMENTS
- GENERATING MOTION GRAPHICS AND ANIMATED LOGOS THAT MEET CURRENT BRAND STANDARDS AND PROVIDE BRAND FLUIDITY
- COMMUNICATE WITH KEY PARTNERS AND PROVIDE THOSE PARTNERS WITH CURRENT BRAND AND PRODUCT MATERIALS

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## K-LOVE FAN AWARDS + CAMP ELECTRIC // GRAPHIC DESIGNER + PHOTOGRAPHER // 2013 - 2014

RESPONSIBLE FOR THE CREATION AND DEVELOPMENT OF PHOTOGRAPHY AND DESIGN PERTAINING TO BOTH PRINT AND DIGITAL MARKETING AND SOCIAL MEDIA NEEDS OF THE K-LOVE FAN AWARDS AND CAMP ELECTRIC.

### RESPONSIBILITIES :

- SHOOTING AND EDITING LIFESTYLE PHOTOGRAPHY WITHIN INDOOR, OUTDOOR, AND STUDIO ENVIRONMENTS
- GENERATING GRAPHICS THAT MEET CURRENT BRAND STANDARDS AND PROVIDE BRAND FLUIDITY
- COMMUNICATE WITH KEY PARTNERS AND PROVIDE THOSE PARTNERS WITH CURRENT BRAND AND PRODUCT MATERIALS
- COMMUNICATE WITH KEY PARTNERS TO SCHEDULE DATES AND LOCATIONS FOR PHOTO AND VIDEO SHOTS

## FREELANCE ARTIST // 2010 - PRESENT

RESPONSIBLE FOR THE CREATION AND DEVELOPMENT OF CLIENT NEEDS ON A PER PROJECT BASIS.

### CLIENTS INCLUDE:

MOTOSPORT, HYPER-X RACING, THE MEMPHIS ZOO, UNIVERSITY OF MEMPHIS, TREVECCA UNIVERSITY, BRYANT COLLEGE, PREMIER CHRISTIAN CRUISES, K-LOVE RADIO AND MANY MORE

### RESPONSIBILITIES :

- SHOOTING AND EDITING PHOTOGRAPHY AND VIDEO WITHIN INDOOR, OUTDOOR, AND STUDIO ENVIRONMENTS
- COMMUNICATE WITH CLIENTS TO SCHEDULE DATES AND LOCATIONS FOR PHOTO AND VIDEO SHOTS
- PROVIDING FINAL PRODUCTS IN A TIMELY MANNER THAT MEETS THE CLIENTS SCHEDULE

## TECHNICAL SKILLS

### PLATFORMS

MAC OS + WINDOWS

### APPLICATIONS

#### ADOBE CREATIVE SUITE

- PREMIERE PRO
- AFTER EFFECTS
- SPEEDGRADE
- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- DREAMWEAVER
- MUSE

#### MICROSOFT OFFICE SUITE

- WORD
- EXCEL
- POWERPOINT
- OUTLOOK

## EDUCATION

TREVECCA NAZARENE UNIVERSITY // NASHVILLE, TN  
GRADUATED 2010

## REFERENCES

AVAILABLE ON REQUEST.