

KENNETH ADAMS

Visual Designer | Digital Marketer

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Summary of Qualifications

- Five years of experience establishing visual design direction, branding and marketing collateral (digital, print, video, motion graphics).
- 7 years of experience of establishing social media presences and driving community management and moderation.
- Proficient software: Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign, Premiere), Figma, Blender.
- Skilled in following platform management: Facebook, Twitter, TweetDeck, Twitch, Discord and Miro.

Professional Experience

Staples

July 2021 - January 2022

Sales Associate

- Actively handle all customer service related needs, from item inquiry, answering and redirecting calls, online orders and more.
- Assist with the Print and Marketing department, from producing customer orders, creating new order tickets and handling UPS package drop offs for customers and store inventory.

PowerUP USA, Charlotte, NC

October 2020 - June 2021

Instructor

- Exposed inner city youth (elementary to middle school age) to STEAM programs through after school, online courses.
- Held 2 hour classes with a group of 5 students twice a week; introduced basic game design by creating engaging, concise tutorials and instructional material; created course shell from student feedback highlighting Roblox Studio functionality.
- Advocated for increased awareness in game development, such as the use of game engines and creation via Roblox.

Central Piedmont Community College, Charlotte, NC

January 2020 - August 2020

Lab Assistant

- Reinforced course material within the department by establishing versatile and engaging workshops, ranging from game development to web design; covered software and game engines such as Unreal Engine, Blender, Unity VR, Photoshop, Google Sites and more.
- Increased and maintained student satisfaction due to increased communication, educational content and engagement.

Koyobi Gaming LLC, Charlotte, NC

October 2016 - July 2020

Marketing and Social Media Manager

- Regularly met with shareholders to manage competitive, e-sports ready tournaments within local fighting game community; actively engaged with community through strong social media presence (Facebook, Twitter, Discord).
- Tracked analytics to gain insight on our online community; adapted to audience needs via marketing and branding.
- Established campaigns and retention through bi-weekly promotional posts on social media and collateral.
- Created following of 677 people; held weekly events with average of 40 participants, quarterly tournaments with up to 60 participants; birthed sister organization known as Athena Alliance highlighting prominent women within the gaming community.

Community Engagement

ChARlotte AR Experience, Charlotte, NC (Vendor)

June 24th - 25th, 2021

- Managed and mentored small group of 4 middle school students in order to create a UI/UX prototype of a functioning AR app using Figma.
- Established and delegated roles to students related to app development, ranging from app functionality and gamification to historical context of Charlotte's urban development.
- Presented app prototype with students to shareholders.

Education

BA in Illustration

University of North Carolina at Charlotte - Charlotte, NC

January 2015 - May 2019

Associate in Applied Science - Simulation and Game Development

Central Piedmont Community College - Charlotte, NC

August 2010 - Dec 2012