

KEVIN LENNON

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Summary of Skills

- Advanced in design software tools, including Adobe Photoshop, Illustrator, InDesign, After Effects, LightRoom, Premier Pro, and Firefly
 - Demonstrated success in building strong relationships and thriving in fast-paced environment, managing multiple priorities and projects simultaneously
 - Self-motivated professional with a results-driven approach, adept at delivering solutions that align with brand identity and strategic goals.
 - Experienced marketing specialist with a talent for integrating feedback seamlessly and providing innovative, creative solutions to complex challenges.
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Professional Experience

Cascade West Development | Vancouver, WA

July 2024 - Present

Marketing Manager

- Led the 2024 GRO Parade Of Homes social media campaign for our custom home, generating over 20 photo and video posts
- Producing high quality photography and drone footage content for custom homes
- Increased social media accounts reached on Instagram from 500 to a consistent 2,500
- Collaborated across teams to create copy and messaging catered to our target audience
- Software utilized: Adobe - Lightroom, After Effects, Photoshop, Illustrator

Washington State University "The Vancougar Magazine" | Vancouver, WA

January 2023 - May 2024

Layout Manager and Photographer

- Collaborated with cross-functional teams to support the execution of monthly magazine issues
- Independently led the visual design efforts as the magazine's layout manager
- Developed and maintained brand identity
- Established documentation and training material for future onboarding process
- Provided photography for use in story issues and cover pages
- Software utilized: Adobe - InDesign, Lightroom, Photoshop, Illustrator

"WSU Vancouver Is-" Campaign | Vancouver, WA

January 2024 - May 2024

Multimedia Designer

- Organized and led a four person content team to coordinate, shoot, and edit photos and videos for Washington State University development campaign
 - Captured 20 photographs for student testimonials and produced 10 student posters for marketing campaigns
 - Software utilized: Figma, Illustrator, Photoshop, Lightroom, Firefly
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Education

BA in Digital Technology & Culture, Fine Arts Minor, Washington State University

June 2024

AIGA Portland Mentorship Program

January - May 2024

Washington State University Art Club President

August 2023 - May 2024