



**KENRISON  
BALOOTJE**  
CONTENT DESIGNER

9430 Wards Rd  
Rustburg, VA 24502  
434 851 4762  
kbalootje1@gmail.com  
kenrisonbalootje.webflow.io

## SUMMARY

Multi-disciplinary designer committed to creating unique and aesthetically pleasing content that seeks to effectively achieve my clients' goals. Motivated individual with experience in graphic design and web & user interface design.

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## EXPERIENCE

- MARKETING COORDINATOR**  
Shield Roofing, LLC | Jun. 2019 - Present
  - Designed and executed digital advertising campaigns and social networks.
  - Designed print, online and social media content to promote the brand image and to reach and engage the target audience.
  - Designed and maintained a responsive website.
  - Assisted in planning and executing social and digital media campaigns.
  - Contributed to analyze data and content for marketing.
- INDEPENDENT DESIGNER**  
Innovative Faith Resources | Aug 2019 - Mar. 2020
  - Designed and managed print, online and social media content to promote the brand image and its values.
  - Ensured the alignment of consistent brand messaging and visual designs across several digital outlets.

## EDUCATION

- B.S. STRATEGIC COMMUNICATION**  
Liberty University | Aug 2015 - May 2019  
**Relevant Coursework:**  
Persuasive Advertising and Storytelling, Strategic Social Media, Mobile & Interactive Technology Application, Media Writing, Media Design, Digital/Social/Mobile Communication Strategies.

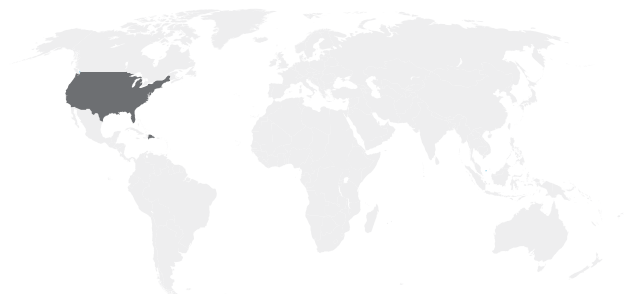
## SKILLS

SOCIAL MEDIA MANAGEMENT	<div><div></div></div>
GRAPHIC DESIGN	<div><div></div></div>
RESPONSIVE WEB DESIGN	<div><div></div></div>
SEO	<div><div></div></div>
BRANDING	<div><div></div></div>
TIME MANAGEMENT	<div><div></div></div>

## LANGUAGE SKILLS

Born in the Dominican Republic.

Learned english in high school and travelling.



## REFERENCES

Ishmael Labiosa | Media Director at Innovative Faith Resources  
804 665 1448 | ish@innovativefaith.org

Sergio Guardia | Hispanic Leadership Catalyst at SBCV 434 660 0584 | sergio.guardia@trbc.org

Dr. Clark Greer | Professor at Liberty  
434 592 7591 | cfgreer@liberty.edu

## SOFTWARE SKILLS

InDesign	<div><div></div></div>	Advanced
Photoshop	<div><div></div></div>	Intermediate
Illustrator	<div><div></div></div>	Intermediate
Premiere Pro	<div><div></div></div>	Advanced
Webflow	<div><div></div></div>	Intermediate
MS Office	<div><div></div></div>	Advanced