

Tim Kern

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WORK EXPERIENCE

- Marketing & Communications Specialist** | *McGuireWoods Consulting LLC* | *Richmond, VA* *1/2022-Present*
- Develop and implement marketing strategy as one of a two-person marketing team in government relations/public affairs space.
 - Manage all internal and external communications including email marketing and RFPs.
 - Create content and strategy for social media campaigns on LinkedIn and Facebook.
 - Maintain all website content and CRM platforms.
 - Assist in large-scale event planning to generate new business.
- Freelance Digital Content Creator** | *Spider Athletics & PR* | *Richmond, VA* *9/2021-Present*
- Capture photos and videos at athletics events, primarily football games.
 - Create content for 16,000+ followers across Spider Athletics social media platforms.
 - Distribute content to athletes and PR department.
- Digital Marketing Intern** | *Anovium Technology* | *Richmond, VA* *6/2021-8/2021*
- Spearheaded redesign efforts for customer experience processes.
 - Developed marketing strategy recommendations for Clubhouse and LinkedIn.
 - Created promotional video content for paid advertising campaigns.
- Intern/Production Assistant** | *Spang TV* | *Richmond, VA* *5/2019-7/2019*
- Managed camera equipment on TV commercial shoots.
 - Catered to talent and clients for meetings and screenings.
 - Provided creative feedback on post-production processes.

OTHER EXPERIENCE

- Marketing Consultant, Video & Podcast Production** | *Spider Ventures* | *Richmond, VA* *3/2021-12/2021*
- Contributed strategy recommendations as a member of the marketing team.
 - Arranged, hosted, and edited podcasts with business leaders.
- Speech Consultant** | *UR Speech Center* | *Richmond, VA* *8/2019-12/2021*
- Researched philosophers of rhetoric and pedagogical techniques
 - Advised 120+ undergraduate and graduate students' presentations on speech effectiveness.
 - Reported student progress and areas of improvement to professors and supervisors.

LEADERSHIP EXPERIENCE

- Founder of Tim K Media** *6/2019-Present*
- Deliver photo and video content to local organizations and athletic departments.
 - Offer creative direction and brand consultation for small businesses.
 - Amassed 30,000+ impressions on Instagram in first 6 months.

EDUCATION

University of Richmond *Richmond, VA*
B.S.B.A. Business Administration, Concentration in Marketing
Honors: Magna Cum Laude; Presented market research projects for local brewery and strategy recommendations for The Jonas Group; Conducted ethnographic research on peer communication

SKILLS

- Customer acquisition, consumer relations, and project management
- Large-scale event PR, social impact, and entrepreneurship
- Market research and brand analysis
- Digital marketing and social media management
- Directed music videos as production manager for local artist
- Intermediate knowledge of Spanish, Adobe Creative Suite, Google Analytics