

KENNEDI MALONE

DENTON, TX | P: 469-315-1659 | kennedimalone@yahoo.com

[LinkedIn](#) | [Website](#)

EDUCATION

UNIVERSITY OF OKLAHOMA

Master of Arts: Arts Management

Coursework emphasized: Marketing in the Arts, Financial Management, Fundraising & Development in the Arts

Oklahoma City, OK

Expected December 2025

UNIVERSITY OF NORTH TEXAS

Bachelor of Arts: New Media Art, Minor in Art History

Coursework emphasized: 3D Animation, Digital Imaging, Film & Video, Web Design and Development

Denton, TX

Aug 2018 - Dec 2022

WORK EXPERIENCE

KENNEDI MALONE PHOTOGRAPHY

Freelance Photographer

Dallas, TX

May 2017 – Present

- Managed all aspects of customer acquisition, retention, billing, and accounting for a one-person photography company.
- Developed portfolio website with accessibility and compatibility for different browsers.
- Performed color correction and photo manipulation via Adobe Photoshop and Lightroom.

Freelance Graphic Designer

Jan 2021 – Apr 2024

- Crafted dynamic design packages that confidently elevate and uniquely position branding, marketing, and advertising initiatives.
- Meet with client to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.
- Created logo prototypes and processed publication-ready advertisements from clients.

FOUNDEVER

Intuit QuickBooks Online Payroll Specialist

Denton, TX

Apr 2023 – Feb 2024

- Answered telephone inquiries from business owners concerning payroll.
- Designed visually appealing presentations and marketing materials that explained payroll services to business owners, leveraging graphic design skills to enhance communication and engagement.
- Collaborated with the marketing team to develop artistic content for social media platforms, showcasing the company's payroll expertise and contributing to brand identity.

UNIVERSITY OF NORTH TEXAS

Student Photographer

Denton, TX

Jul 2021 – Dec 2022

- Captured and edited high-quality images for a wide array of departmental events and initiatives, enhancing the visual storytelling of the Division of Student Affairs' communications.
- Developed compelling visual content tailored for social media distribution, increasing online engagement across multiple platforms.
- Designed impactful graphics using Adobe Creative Suite, elevating the aesthetic quality of digital and printed materials.

ADDITIONAL

Skills: Adaptability, Customer Service, Communication Skills, Leadership Skills, Graphic Design, Photo Editing, Visual Design, Video Editing, Digital Photography, Web Design, Interactive Design/Mixed Media, 2D & 3D Animation, Sound Art, Installation, Adobe Creative Suite, Adobe Photoshop, Adobe Lightroom, Google Analytics, Canva, Facebook Insights, HTML, CSS, and JavaScript

Additional Skills: Data Entry, Marketing and Sales, Troubleshooting, Microsoft Teams/Excel/Outlook

Certifications & Training: Social Media Marketing - Bootstrapping with Fundamentals, Alison, Dec 2022