# David Kellam — Personal Profile v0.7

## Candidate for Executive/Operations Partnership with KamalaDevi Creative

*(Updated October 2025 — work-in-progress; areas needing elaboration marked TODO)*

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## 1. Overview

**Professional Focus:** Designing and managing systems that make creative and spiritual work sustainable.

**Why:** I believe the sacred work of teachers, artists, and healers flourishes when their support systems are as conscious as their message. My purpose is to build those systems — ones that breathe, adapt, and grow with the people they serve.

**Vision Alignment:** KD's mission of liberation through love and embodiment resonates deeply with my own journey through creativity, service, and operational mastery. This collaboration feels like a natural convergence of paths.

**Shared Creative Roots:** As a former theater professional and writer, I share KD's appreciation for performance as transformation and storytelling as spiritual practice.

**Style:** Calm, collaborative, and systems-minded. Balances creative empathy with analytical rigor.

**Current Direction:** Founder of *Operations Studio*, helping conscious leaders stabilize their operations and build scalable infrastructure.

> "I create spaciousness through structure — letting inspired people stay in their creative zone while the details take care of themselves."

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## 2. Core Competencies

*(expand with measurable examples or client stories — TODO)*

### Operations & Administration

- Executive support, scheduling, and project tracking systems (Google Workspace, Asana, Notion, Coda)
- Standard Operating Procedure (SOP) creation and knowledge-base design
- Inbox & calendar optimization for creative professionals
- Vendor coordination, event logistics, and recordkeeping
- Light bookkeeping, invoicing, and CRM hygiene

### Marketing & Communications

- Campaign and content calendar design across channels (email, web, social)
- Copywriting and content editing — spiritual, educational, and nonprofit tone familiarity
- Analytics and reporting (Google Analytics, Sheets, Tag Manager, Looker Studio)
- Newsletter production (Mailchimp, ConvertKit, HubSpot)

• Brand storytelling and positioning for mission-aligned businesses

## Creative & Author Support

• Drafting, editing, and formatting content for clarity and tone consistency
• Script and manuscript review with sensitivity to narrative structure
• Experience in Amazon Marketplace workflows; currently expanding into self-publishing platforms
  (Kindle Direct, etc.)
• Familiarity with content repurposing (blogs, newsletters, course materials)

## Systems & Automation

• Integration design (Zapier, Make, n8n, Apps Script)
• Dashboarding and KPI reporting for creative teams
• Data cleanup and migration (CSV, CRM, Airtable → Notion/Coda)
• AI-assisted workflows and prompt design for operational tasks
• Experimentation frameworks ("test, measure, learn")

## Design Philosophy — *Systems that Learn*

I build operations as living ecosystems: they capture memory, invite reflection, and evolve.
Each process becomes a feedback loop — not just executing tasks, but teaching the team how to work with more ease and awareness over time.

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# 3. Sector Experience

| Domain | Examples & Context | Relevance to KD |
|---|---|---|
| **Arts & Culture** | Freight & Salvage – music venue digital marketing & analytics | Deep understanding of artistic process and community-based storytelling |
| **Nonprofit & Social Impact** | St. Vincent de Paul Society, BOSS | Experience in purpose-led operations, donor communications, compliance |
| **Sexuality & Spirituality** | ISTA, One Taste, Surrogate Partner Collective, Tantra workshops | Culturally fluent in consent-based, queer-inclusive, sacred sexuality spaces |
| **Technology & Automation** | n8n, Apps Script, Coda integrations | Capable of lightweight automation and digital transformation |
| **Education & Mentorship** | Coop Careers Digital Marketing Captain | Coaching and soft-skill facilitation; supports leadership development |
| **Creative Writing & Theater** | Actor, playwright, and script analyst (Kennedy Center, regional theater credits) | Shared background with KD in creative writing and performance; supports author and storytelling work |

## 4. Tools & Platforms

*(Mark deeper proficiency levels later — TODO)*

- **Operations:** Google Workspace, Notion, Coda, Asana, Trello, ClickUp
- **Marketing:** Mailchimp, WordPress, Canva, Meta Business Suite, Google Ads
- **Automation:** Zapier, Make (Integromat), n8n, Apps Script
- **Analytics:** Google Analytics 4, Looker Studio, Sheets, Excel
- **Creative:** Canva, Adobe CC (basic), Loom, Figma (beginner)
- **Coding & Data:** HTML/CSS basics, Python (CS50P in progress), SQL (intro)

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## 5. Education & Certifications

*(TODO: verify all dates and certificate links)*

**B.A. in Performing Arts** — Wichita State University
**Certifications:**
- Google Analytics IQ, Google Ads Search, Apple Search Ads
- Facebook (Meta) Certified Digital Marketing Associate
- DigitalMarketer Specialist Certifications (Search, Social, Content, Email, Analytics, Direct Response, eCommerce)
- Google Data Analytics Professional Certificate

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## 6. Spiritual & Community Lineage

*(expand with specific teachers, programs, and locations — TODO)*

- 10+ years in sex-positive and tantra communities (ISTA, One Taste, Nondual Tantra Book Club, Berkeley Alembic, Ecstatic Dance Oakland)
- Participated in programs on somatic trauma healing, embodiment, and consent
- Engagements with **Woodhull Foundation**, **NCSF**, **Good Vibrations**, and other sexual freedom organizations
- Regular practice in yoga, meditation, and community dialogue around spirituality & creativity
- Performance and embodiment remain central themes — storytelling as spiritual act.

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## 7. Professional Experience (Summary)

*(detailed bullet accomplishments to be finalized — TODO)*

| Organization | Role | Highlights |
|---|---|---|
| **Freight & Salvage** | Digital Marketing Associate | Managed campaigns & analytics for a $2M nonprofit arts venue |
| **St. Vincent de Paul Society SF** | Marketing Communications Coordinator | Streamlined communication, increased engagement 50%, improved data systems |
| **Best Viable Marketing (Freelance)** | Founder | Delivered multichannel growth strategies for creative & nonprofit clients |
| **Coop Careers** | Digital Marketing Captain | Mentored emerging marketers, led 800+ hours of instruction |
| **BOSS (Building Opportunities for Self-Sufficiency)** | Volunteer Digital Coordinator | Created editorial calendars, templates, and SOPs |
| *(Earlier roles)* | — | See résumé for full employment history |

## 8. Strengths & Working Style

- **Empathic Systems Thinking:** Balances human dynamics with structured process.
- **High EQ Communication:** Handles sensitive and confidential topics gracefully.
- **Cross-Domain Translation:** Converts spiritual language into operational clarity.
- **Creative Collaboration:** Brings artistic and theatrical sensibility to project storytelling and author support.
- **Learning Agility:** Rapidly acquires tools and frameworks; open to feedback.
- **Collaborative Autonomy:** Works independently while maintaining transparent alignment.
- **Feedback-Oriented Growth:** Embeds reflection and learning loops in every workflow.

## 9. Current Development Goals

*(TODO: update quarterly)* - Complete **CS50P (Python Programming)** and build applied automation projects. - Develop **Operations Studio MVP** including client portal templates (Notion/Coda). - Launch a lightweight **personal website/profile** for ongoing collaborations. - Strengthen finance and bookkeeping automation knowledge. - Continue embedding learning and reflection loops into all client systems to ensure sustainable self-improvement. - Expand competency in **Amazon Self-Publishing** tools and workflows to support author clients.

## 10. References & Testimonials

*(To be curated — TODO)* - **Freight & Salvage:** supervisor or marketing director reference pending. - **COOP Careers:** mentoring feedback excerpts. - **Client quotes:** to be solicited from past freelance projects.

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## 11. Contact

**Email:** dkellam44@gmail.com
**Location:** Berkeley, CA
**Calendly:** [link placeholder]
**Portfolio (WIP):** [Notion or Coda workspace link TBD]

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*(End of Draft v0.7 — For review and completion prior to final PDF export)*