

KENNETH CALDWELL

kenneth.r.caldwell@gmail.com | (810) 240-1241 | [linkedin.com/in/kennethcaldwell](https://www.linkedin.com/in/kennethcaldwell) | kencaldwell.myportfolio.com

As a skilled writer, designer, and marketing communications professional, I produce compelling, cross-channel creative work. I am experienced in corporate, nonprofit, and academic settings.

SKILLS

- Aptitude for English composition, grammar, and writing with style
- Excellent communication planning and content strategy
- High proficiency in graphic design, brand identity, and print production
- Expertise with Adobe Creative Cloud design apps, Google Apps, and Microsoft Office
- Intermediate web authoring with HTML, CSS, and Adobe Dreamweaver

INDESIGN® CC
ILLUSTRATOR® CC
ACROBAT® XI

EDUCATION

University of Michigan School of Information — Ann Arbor, MI
Master of Science in Information, UX Research and Design (April 2020)

Grand Valley State University — Allendale, MI
Bachelor of Arts, Creative Writing (April 2008)



EXPERIENCE

University of Michigan Information and Technology Services

Marketing communications specialist (January 2015–present)

- Write and edit original stories for newsletters, websites, and presentations
- Plan and execute communication and marketing efforts for technology projects
- Prepare and deliver targeted email to campus audiences for a variety of IT services
- Develop social media strategy, schedule, and content according to university guidelines
- Review and edit content to ensure a clear, concise, and accurate message
- Adhere to AP Stylebook and in-house verbal and visual standards
- Assist with campus outreach activities to engage the university community

McLaren Homecare Group

Marketing communications specialist (June 2009–March 2015)

- Designed cross-platform marketing collateral, including brochures, forms, and displays
- Wrote and edited proposals, newsletters, press releases, and public communications
- Preserved corporate identity through use of logo, typography, color, and imagery
- Managed and provided creative direction to a junior production artist
- Coordinated promotions, media relations, special events, and fund development
- Measured return on investment for advertising campaigns
- Ensured brand differentiation and relevance across a 25-county service area

Weblogs Inc., a division of AOL (Joystiq.com network)

Feature columnist (June 2008–January 2009)

- Published feature-length, editorial columns for a major entertainment blog
- Wrote and scheduled Web content using Blogsmith composition software
- Collaborated with a team of journalists to meet daily and weekly deadlines
- Researched and aggregated industry news to engage target readership

CERTIFICATIONS

Adobe Certified Expert — Design Specialist CC
August 2, 2016

Graphic Design Coursera specialization by CalArts
September 28, 2016

Python for Everybody Coursera specialization by University of Michigan
January 13, 2017

LEADERSHIP & VOLUNTEER

826michigan Ann Arbor
Graphic designer & copyeditor
(October 2014–present)