

RILEY KING

970.208.4853
RILEY@KALOLIMARKETING.COM

PROFICIENCIES

GRAPHIC DESIGN
VIDEO PRODUCTION
ONLINE MARKETING
SOCIAL MEDIA MANAGEMENT
WEBSITE DESIGN/MANAGEMENT
PROFESSIONAL PHOTOGRAPHER
GOOGLE AD WORDS/ANALITICS

TECHNICAL SKILLS

ADOBE ILLUSTRATOR AND INDESIGN
ADOBE PHOTOSHOP
FINAL CUT PRO & MOTION
WORDPRESS/SQUARESPACE/SHOPIFY

WORK EXPERIENCE

MARKETING MANAGER

CHINOOK MEDICAL GEAR, DURANGO COLORADO

MAY 2017-PRESENT

RESPONSIBLE FOR MANAGING ALL MARKETING STRATEGIES.
DESIGN MARKETING MATERIALS.
VIDEOGRAPHY FOR COMPANY PRODUCTS.
MANAGE SOCIAL MEDIA AND MARKETING OUTLETS.

PHOTOGRAPHY AND VIDEO PRODUCTION DIRECTOR

COLDWELL BANKER, DURANGO COLORADO

APRIL 2016-APRIL 2017

RESPONSIBLE FOR SCHEDULING PHOTO AND VIDEO SHOOTS WITH OVER 60 REAL ESTATE AGENTS.
PHOTOGRAPHED AND EDITED MULTIPLE PROJECTS DAILY.
RECORDED, EDITED AND PRODUCED VIDEO MARKETING MATERIALS FOR LUXURY HOMES.
WORKED WITH MEDIA TEAM TO MANAGE SOCIAL MEDIA AND MARKETING OUTLETS.

CONTRACT MARKETING SPECIALIST

SELF EMPLOYED - DURANGO, COLORADO

2010 - PRESENT

FILMED, PRODUCED AND EDITED VIDEO MARKETING PROJECTS.
CONSULTED WITH CLIENTS TO FORMULATE SPECIFIC MARKETING GOALS AND STRATEGIES BASED UPON CLIENTS' NEEDS.
DESIGNED LOGOS, PRODUCT GUIDES AND PRODUCT PACKAGING.
DESIGNED AND MAINTAINED WEBSITES AND SOCIAL MEDIA ACCOUNTS FOR CLIENTS ON A CONTRACT BASIS.
TRAINED CLIENTS ON WEBSITE AND SOCIAL MEDIA MANAGEMENT.

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SALES AND MARKETING MANAGER

DESERT SUN COFFEE ROASTERS - DURANGO, COLORADO

AUGUST 2013 -APRIL 2016

DEVELOPED AND IMPLEMENTED ALL MARKETING AND COMMUNICATION STRATEGIES FOR THE COMPANY.

MANAGED CURRENT AND PROSPECTIVE ACCOUNTS.

UTILIZED MARKET ANALYSIS TOOLS TO REACH SPECIFIC SALES TARGETS.

DESIGNED PRODUCT PACKAGING AND MARKETING MATERIALS.

MAINTAINED WEBSITE AND MANAGED SOCIAL MEDIA ACCOUNTS.

OVERSAW ORDER FULFILLMENT TO ENSURE CUSTOMER SATISFACTION AND QUALITY CONTROL.

DIRECTOR

UNITE OUR WORLD ORGANIZATION - DURANGO, COLORADO

2008-2014

FOUNDED 501(C)(3) ORGANIZATION WITH THE MISSION TO EMPOWER COMMUNITIES TO ENACT POSITIVE GLOBAL CHANGE.

COORDINATED THE CONSTRUCTION OF A PRIMARY SCHOOL AND MEDICAL CLINIC IN BUKUNDA, UGANDA.

RAISED CAPITAL TO FUND BOTH CONSTRUCTION AND CONTINUED DAILY OPERATIONS.

OVERSAW ALL FINANCIAL AND ADMINISTRATIVE TASKS FOR THE ORGANIZATION.

MANAGED AND PLANNED VOLUNTEER TRIPS TO UGANDA.

ORCHESTRATED SPECIAL EVENTS AND FUNDRAISING CAMPAIGNS.