

**KEN CHRISTENSEN**

[RallyCatMedia.com](http://RallyCatMedia.com)

[Ken@RallyCatMedia.com](mailto:Ken@RallyCatMedia.com)

**800.583.5716**

Lake Wales, FL

## **INTERACTIVE DIGITAL DESIGNER & MARKETING**

Skilled at branding and promoting businesses using current media platforms, creative design, marketing campaigns, video, press releases, social networking and CMS. Ability to take a basic concept and turn it into successful digital, interactive, marketing, and social-based designs guaranteed to increase business.

### **Technical Skills**

- Graphic Design / Marketing
- Video Specialist
- CRM / CSM Management
- Copywriting / Editing
- Social Networking
- Excellent Social Skills

### **Employment Experience**

#### GRAPHIC DESIGN

- **Background in Strategic Marketing Plans**, multimedia, marketing, video, print and online promotions using current designs, colors and marketing trends.
- **Successfully manage and coordinate** projects from concept to completion including photo and video shoots.
- **Proficient at Adobe CS4 – CC** In-Design, Photoshop, Illustrator, Premiere Pro and Acrobat

#### MARKETING

- **CRM Management**, web design and development, e-mail marketing, company statistics.
- **Skilled at e-mail marketing** software including Infusionsoft, Mad Mimi, MailChimp, AWeber.
- **Diverse experience** with innovative marketing strategies and promotional campaigns.
- **Capitalize on new opportunities** to increase business and client revenue through Video, Facebook, Twitter, YouTube and other social media outlets.

#### COPYWRITING / EDITING

- **Write and edit text** for websites, newsletters, press kits, sales and promotional material.
- **Wrote and produced** 30 travel and instructional books which I converted to Kindle.

### **Education**

Course credit	Polk County College HTML 5 & CSS 3 code class	Lakeland, FL
Certificates	Brevard Community College Interactive Media Production and Interactive Media Support	Brevard, FL
Certificates	San Diego Community College Business Management and Administration	San Diego, CA

## Employment History

8/19 to present      [Blvd. Customs of Lakeland](#)      Lakeland, FL

Design & Marketing Director (part time)

- Have taken all of my experience gained from the three Powersports Business listed below and have developed - and implemented - a Strategic Marketing Plan for this Car Audio business with weekly e-mail broadcasts tied into inspiring videos posted on [Facebook](#), [You Tube](#) and [Instagram](#).

9/16 to 1/19      [Kissimmee Motorsports](#)      Kissimmee, FL  
[Seminole Powersports North](#)      Eustis, FL

Design & Marketing Director (part time)

- Prepared enticing video promotions by using current design trends, incorporating unique footage and sound, writing scripts and designing and editing video.
- Incorporated these videos in weekly e-mail broadcasts and post on Facebook, You Tube and other social media outlets.
- Set up and maintained Responsive Website working with Dealerspike, a CMS website provider.
- Planned marketing campaigns, events, promotions and implement weekly e-mail broadcasts to 10,000+ subscribers with an average click through rate of 15%+ a week (6,000+ a month).
- Reached, and surpassed, goals of drawing in new customers and increasing monthly revenues.

05/13 - 9/16      [Sky Powersports](#)      Lake Wales, FL

Design & Marketing Director

- Oversaw four CMS websites. Took photos of inventory and posted on sites. Updated sites and drove overall CRM using new strategic marketing concepts.
- Developed and designed in-store promotions using posters, flyers and social media.
- Designed and implemented weekly e-mail campaigns to 23,000+ subscribers with an average click through rate of 15%+ a week (13,000+ a month).
- Promoted Lake Wales store on Facebook and You Tube.
- Posted on five Craigslist sites holding an average on-line presence of 300 products a week.

10/12 – Present      Freelance Work      Lake Wales, FL

Graphic Designer, Web Developer, Writer and Editor

- Designed highly interactive website for Voice of La Jolla in La Jolla, CA.
- Weekly e-mail broadcasts for [www.VOLJ.net](http://www.VOLJ.net)

## Summary of Skills

My background runs a wide gamut of the graphic design, video, social media, web design, CMS, branding, marketing, printing and copywriting industries.

Whether using just one of my skills or a combination of all, I apply the same amount of passion and professionalism required to get the job done.

I have a strong work ethic, excellent communication skills and am able to forge solid relationships with clients and work associates of all ages. All complemented by a good sense of humor.

With a refined ability to multi-accomplish simultaneously, without making compromises, I am confident that my experience can make a significant contribution to the growth of your company.

## References for Ken Christensen

### Professional

#### Jeff Lampe

Sky Powersports - Manager  
Lakeland, FL  
407.847.6686  
[jlampe146@gmail.com](mailto:jlampe146@gmail.com)

#### Jon Lackey

Blvd. Customs of Lakeland - Owner  
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[jon@blvdcaraudio.com](mailto:jon@blvdcaraudio.com)

#### Ron Jones

Voice Of La Jolla - Owner  
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858.456.0907  
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#### Mark Tosoni

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## Personal

### **Nancy Sommers**

Fort Worth, TX

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### **Brett Burner**

Lamp Post Publications – Owner

San Diego, CA

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[burner@lamppostpubs.com](mailto:burner@lamppostpubs.com)

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