



KEN KENSKY

LET'S GROW TOGETHER

CONTACT

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SUMMARY

Ken is a social media marketing specialist, with a premier education in creative advertising and over 5 years of experience helping all kinds of organizations and businesses grow.

EDUCATION

Bachelor's in Media Arts and Design, concentrating in Creative Advertising
at James Madison University,
Harrisonburg, VA

SKILLS

- Adobe Creative Suite, Microsoft Office, & Google
- Instagram, TikTok, Twitter (X), Facebook, LinkedIn, YouTube etc.
- Excellent copywriting & editing skills
- Advanced visual communication & graphic design
- Strong presentation composition & execution skills
- Creativity, empathy, problem-solving, dedication, adaptability, and leadership

EXPERIENCE

SOCIAL MEDIA MANAGER at The Glow

1300 Chain Bridge Rd. McLean, Virginia 22101

JUL 2023 - AUG 2024

- Developed and executed a daily content calendar, with posts on TikTok, Instagram, Facebook, and YouTube
- Brought in almost all of The Glow's leads via social media
- Increased likes and following counts on all platforms significantly within just a few weeks of starting

SOCIAL MEDIA ASSISTANT at James Madison University

820 Madison Drive, Room 223, Harrisonburg, Virginia 22807

AUG 2022 - MAY 2023

- Wrote copy for countless posts across all social media platforms (Twitter/X, Instagram, TikTok, Facebook)
- Led social media consultations and presentations to educate staff and peers
- Regularly created and executed Instagram stories that received over 84,000 views

SOCIAL MEDIA INTERN at JMU's AAAD Studies Center

90 Bluestone Drive, Room 108 Harrisonburg, Virginia 22807

JAN 2022 - MAY 2023

- Assisted in a highly successful fundraising campaign that surpassed the center's goal of \$8,500
- More than doubled average number of likes received
- Designed assets for social media, as well as digital displays, flyers, and posters

MEDIA MANAGER at Madison Equality

738 S Mason Street, Room 1310, Harrisonburg, Virginia 22807

DEC 2019 - MAY 2023

- Increased Instagram following by over 700%
- Designed all digital and physical promotional material for the organization
- Elected as president after 3 years as media manager, to lead an executive board of 7 peer employees