

Kenneth E. Cook Jr.

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Education

Bachelor of Science in Computer Graphics Technology, GPA: 3.5
Indiana University Purdue University Indianapolis (IUPUI)

May 2016
Indianapolis, Indiana

Professional Experience

Coordinator of Conference and Guest Housing and Communication
IUPUI — Office of Housing and Residence Life (HRL)

May 2016 - Present
Housing Office

- Construct, collect, manipulate, and publish media work on behalf of Housing and Residence Life to unit's website, social media, along with digital and print publications on an on-going basis.
- Plan and conceptualize the development of the HRL website under an updated framework.
- Maintain the website content and edits to ensure information is relevant and up-to-date.
- Produce and edit videos and motion graphics to market various HRL initiatives.
- Collaborate in a small marketing team while receiving and contributing critique on projects to be published and distributed to current and prospective students.
- Coordinate student staff in the tasks associated with graphic design, digital media, and social media projects.
- Manage housing marketing request procedure to ensure client design requests are produced and delivered punctually.
- Coordinate the creation, design and ordering of all conference promotional and operations products to create a cohesive conference housing brand.
- Develop and maintain related systems for client tracking and database management as well as communicate with external vendors for needed conference materials.
- Collaborate with other Housing Operations staff to determine summer building allocation plans to meet space demands for conference housing and other housing needs.
- Assist with the business development of the conference and guest housing program.
- Correspond with conference and guest housing clients and represent the IUPUI commitment to a welcoming campus.

Marketing Assistant

IUPUI — Office of Housing and Residence Life (HRL)

August 2015 - May 2016
Housing Office

- Designed digital media advertisements and announcements targeted to residents and displayed in residence halls on television screens.
- Created a logo build animation for the HRL marketing logo which was displayed in the main housing office.
- Designed a postcard targeted to off-campus students to live in an on-campus facility which was distributed to the public.
- Designed the theme and layout for an HRL pocket folder which contains inserts of information for visitors and guest to learn more about facilities and programs in HRL.
- Aided in branding the North Hall and Choose2Renew projects.
- Collaborated in a small marketing team while receiving and contributing critique on projects to be printed and distributed to residents.

Resident Assistant

December 2013 - May 2016

IUPUI — Office of Housing and Residence Life (HRL)

Ball Residence Hall

- Planned programs using the J.A.W.S and Live.Learn.Lead programming models for an average of 40 residents per program.
- Enforced IUPUI housing policies by documenting each situation or incident while it occurred.
- Resolved conflicts between residents through open dialog and discussion to reach a compromise and/or solution.
- Collaborated in a small team of ten other resident assistants and supported each team member when necessary.
- Served on-call and responded to the needs of residents ranging from answering questions to handling emergencies.
- Managed time to fit interactions with residents, administrative duties, and a full-time student class load.

Organizations

Boys II Men Lifetime Member

May 2008 - Present

Boys II Men Inc. (BIIM)

- Design and manage BIIM official website and hosting the site on GoDaddy hosting account.
- Serve as a role model for boys primarily in 5th - 8th grades by participating in Friday night sessions.
- Impart the BIIM mission — Building Men, Respecting Women — as well as respect for authority and peers.

Awards and Recognition

Norman Brown Scholar

March 2012

Norman Brown Diversity & Leadership Scholars Program

- Annual scholarship of \$6,000 for four years given to students who demonstrate a commitment to social justice and leadership.

Eagle Scout

January 2012

Boy Scouts of America

- Earned the highest-ranking achievement in the Boy Scouts of America through community service and proven leadership skills.

Expertise

- Produce and manipulate graphics in raster and vector programs.
 - » *Adobe Photoshop, Adobe Illustrator, Adobe InDesign*
- Edit video clips and animate motion graphics.
 - » *Adobe Premier Pro, Adobe After Effects*
- Design, develop, and manage websites.
 - » *Adobe Dreamweaver, WordPress*
- Navigate and troubleshoot issues on Windows and Apple platforms.
 - » *Windows XP and later, Mac OSX Lion and later*
- Able to use word processors, spreadsheets, and slide presentation programs.
 - » *Microsoft Office (Word, Excel, PowerPoint), iWork (Pages, Numbers, Keynote)*