

North Lake, WI
262.490.7980
blake@blakekenney.com | www.blakekenney.com

Blake Kenney

Summary

Creative professional with a proven ability to enhance engagement and drive revenue through innovative strategies. Skilled in project management, SEO, email marketing, and motion graphics, with a track record of delivering measurable results in marketing operations and digital content creation.

EXPERIENCE

Evolve Vacation Rental, Denver, CO — **Senior Graphic Designer** / 12/2022 - 06/2024

- Created web & landing pages using WordPress and CMS platforms, ensuring SEO best practices; grew organic traffic by 12%.
- Enhanced email campaign effectiveness by developing user-friendly templates, optimizing HTML/CSS, and conducting thorough QA testing; boosted open rates by 14% and decreased development time by 50%.
- Directed social media, email, web, and video deliverables, driving brand consistency; elevated overall engagement by 16%.
- Improved marketing performance tracking with Google Analytics, providing actionable insights; increased campaign ROI by an average of 10%.

Evolve Vacation Rental, Denver, CO — **Graphic Designer** / 09/2021 - 12/2022

- Refined marketing collateral through multimedia integration, resulting in a 30% increase in user interaction on video content.
- Collaborated on brand positioning and digital content creation, contributing to a 18% growth in social following.

FareHarbor (Booking.com), Denver, CO — **Senior Brand Designer** / 02/2021 - 09/2021

- Generated \$791K potential revenue through demo video.
- Boosted CTOR from 8% to 20% with targeted design strategies.
- Created and managed digital content, ensuring brand consistency.

FareHarbor (Booking.com), Denver, CO — **Production Artist** / 04/2019 - 02/2021

- Provided design support for brand and marketing initiatives, events, conferences, and more; contributed to a 20% increase in event attendance.

FareHarbor (Booking.com), Denver, CO — **Senior Web Content Specialist** / 06/2018 - 04/2019

- Refined website content aligning with SEO best practices; boosted clients' search traffic and conversion rates by an average of 25%.

FareHarbor (Booking.com), Denver, CO — **Web Content Specialist** / 11/2017 - 06/2018

- Developed web pages using various CMS platforms, enhancing user experience; reduced clients' bounce rates by an average of 35%.

EDUCATION

University of Wisconsin - Madison — *Bachelor of Science in Art*

SKILLS

Adobe Creative Suite, Analytics, CMS Management, Content Strategy, Copywriting, Creative Strategy, Digital Advertising & Marketing (PPC, SEO, Social Media Management), DNS & SSL, E-commerce Platforms, Email Campaign Automation & Marketing, Front-end HTML & CSS, Market Research, Motion Graphics, Photo & Video, Project Management, Public Speaking, Salesforce Marketing Cloud, UX Design, Video Production, Web Analytics, Web Design