

KENNETH A. RICHARDSON

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PROFESSIONAL EXPERIENCES

Optum, Minneapolis – MN

Project Manager Intern | *BrandLab Fellow (Remote)*

Sept 2022 – Present

Best Buy, Minneapolis – MN

Associate Producer Intern | *BrandLab Fellow (Remote)*

June 2022 – Sept 2022

- Assisted the lead producer with the preparation and execution of live studio production.
- Shot and edited Social Organic videos tailored to BestBuy's TikToks and Instagram accounts.
- Created project timelines, keeping team and clients on track through creative and production phases for timely delivery.
- Supported lead producers in the creative development of multiple of production phases.
- Brought a positive and creative attitude daily onset.

Amazon, Westmont – IL

Outbound Associate

Dec 2021 – April 2022

- Prepared grocery orders for delivery, stocking, maintaining inventory, and ensuring customers have the best possible shopping experience.
- Used computers, smartphone, mobile apps, and barcode scanning technology.

Canvas Worldwide, Playa Vista – CA

Project Management Intern | MAIP Fellow (Remote)

June 2021 – Aug 2021

- Collaborated on and led a project to rebrand the media agency's internal web/mobile app. Researched elements of visual identity - logo design and presented best concepts to C-suite and management-level teams.
- Worked with brand strategy team to research and collect commercial film assets for a multi-series partnership with creative agency INNOCEAN USA on TV ads and digital content for Hyundai "Question Everything" campaign featuring Disney, Marvel and ABC network celebrities/characters and programming.
- Worked with the business development team in identifying and analyzing KPIs, organized data, implemented reporting tools and techniques towards development of skills in media agency project management.

LA Fitness, Norwood – IL

Personal Trainer

Sept 2020 - Nov 2020

- Managed schedules and designed progressive gym and at-home goal-oriented workout programs for a diverse client-base.
- Communicated with staff and customers to deliver info on personal training packages for members.

Moraine Valley Community College, Palos Hills – IL

Student Employee - Video Production | Student Life | Student Affairs | Financial Aid

Aug 2015 - Aug 2018

- Worked with marketing team and collaborated with staff and students to brainstorm, pitch, and produce promotional videos for campus recreational facilities and programs.
- Led teams, chaired club committees, organized, and coordinated events and activities to support students' social enrichment and create a positive and pleasurable student community and environment.

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INTERNSHIP EXPERIENCES

The BrandLab, Minneapolis – MN
Creative LabFellow (Remote)

June 2022 – Present

- An 8-month immersive program that Fellows rotate between world-class agency and corporate partners to gain experience in the advertising and marketing industry.
- Gaining real-world experience while working on live projects.
- Access to 360 degrees of support from both agency and client-side.

4A's Multicultural Advertising Intern Program (MAIP), New York – NY
MAIP Fellow (Remote)

April 2021 – Aug 2021

- Attended virtual “Spring Training” and participated in the “Summer Internship Experience” consisting of weekly webinars, labs, workshops, and networking events with industry professionals hosted and provided through MAIP and MAIP partner organizations.
- Took-part in the Summer Project immersive experience as a project manager collaborating with team of MAIP fellows to develop two marketing plans, create strategies, identify target audiences, plan media launch, and pitch integrated social media, TV, print, and OOH advertising and marketing campaigns.

SKILLS

MS Office, Adobe Premiere, Movie Magic Budgeting, Film & Video Production, Lighting technician, Camera Operation, Acting/ Voiceover, Entertainment Marketing, Project Management, Data Analysis, Business Development, Event Coordination

SELECT PROJECTS

“What’s in your gym bag” A 30 second social organic video for BestBuy TikTok account, Director/Cinematographer, Sept 2022

“Shareable Moments” Jollibee integrated marketing campaign with 4A’s MAIP, Project Manager, Aug 2021

“*Practicum BTS*” for the Advance Practicum students at Columbia College Chicago, Producer, May 2021

“*I am the Bear*” narrative short film for Chicago International Puppet Festival, Co-Director/Cinematographer, May 2021

“*RBG: the symbol and the real person*” promo for The Doc Talk Show: Fact, Fiction & RBG, Producer, May 2021

EDUCATION

Columbia College Chicago

B.A. Filmmaking

Moraine Valley Community College

Associates in Arts