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Work Experience:

December 2016-Present Guitar Center Corporate HQ, Westlake Village CA 91362

Multimedia Manager

This role enables me to utilize all of my passions and focus as a graphic designer, photographer and videographer, as well as helping create/curate and manage digital assets. Develop a variety of support materials for product launches, ongoing campaigns, in-store collateral, sales tools, web sites, social engagement and much more. Design and execute a wide variety of marketing-related collateral including packaging, photo retouching, print ads, catalog placements, presentation/promotional materials, POPs and more. Photograph all new products, for presentation/feature shots as well as lifestyle and environment settings. Video production for multiple brands to create product and brand spotlight pieces for promotional purposes. Provide production design/photo/video support from project kickoff through final delivery. Recommend appropriate set, design and layout solutions, develop over-arching campaign concepts and prioritize appropriately to meet clearly defined goals and aggressive deadlines.

October 2014-December 2016 Guitar Center Corporate HQ, Westlake Village CA 91362

Graphic Designer

Responsibilities: Develop and execute production ready print related marketing materials. Work with team members to develop and produce visual communication materials that support the brand strategy. Understand and implement various brand identities consistently across all marketing communications. Work collaboratively with the internal/external stakeholders to ensure that all design solutions meet the objectives, budget parameters and deadlines. Continuously research, identify and share current industry standards as it relates to the projects. Research, develop, concept and present multi-concept campaign components related to our new product launches. Actively participate in team meetings for concept brainstorming, logo ideation, brand/product ID development and more. Contribute to the development of brand ID and style guides. Responsible for photo retouching updates and maintenance. Direct/support product and ad photo shoots. Using die-lines, create box and silkscreen artwork; create 3-D mock-ups. Product and lifestyle photography, as well as videography and post production.

January 2014-October 2014 Guitar Center Corporate HQ, Westlake Village CA 91362

Digital Assets Senior Administrator

Responsibilities: On top of performing the responsibilities of an administrator, the senior position requires assisting in the management of the team, as well as assisting the manager on any given tasks. Managing high visibility projects, creating project timelines, and coordinating with the team to meet the deadlines. Streamlining workflow processes, creating solutions to increase service level agreements, and assisting in assessing the future of the department.

January 2013-January 2014 Guitar Center Corporate HQ, Westlake Village CA 91362

Digital Assets Administrator

Responsibilities: Trafficking digital assets portion of new product builds and asset requests for web and print to internal databases and team members. Quality assurance of digital assets to ensure they are up to web and/or print standard guidelines. Verify digital assets are accurately displaying on enterprise websites. Retrieve digital assets from archived databases and update data and/or assets for placement in current database. Process video and web pages, including editing, compression and cataloging within internal databases. Assist in monitoring schedules of product photography, both in house and at the distribution center. Working within the quick base system to address category managers web issues which include image corrections, updates, and promotional time launches.

March 2012-January 2013 Guitar Center Corporate HQ, Westlake Village CA 91362

Digital Assets Editor

Responsibilities: Creating clipping paths, color correcting, and prepping the vendor's product photography. Assisting in managing the team's FTP site, pulling down vendor images, and working with the vendors to get image files submitted in the proper file format and adhering to our naming convention. Assisting in handling the image acquisition for the Guitar Center and Musician's Friend catalog. This workflow consists of communicating with the vendors to get the appropriate images submitted to our FTP site, acquiring images through custom searches when the vendor is not able to provide the images, prepping the image files for the layout team, and maintaining day by day detailed records of the image acquisition progress.

February 2010- February 2012 Human Clothing Company, Camarillo CA, 93003

Owner

Created a clothing company specializing in graphic t-shirts for men and women centered around the skate and surf culture. We carried multiple styles of apparel as well such as tank tops, hats, and beanies. Creating and managing the entire brand identity, building and up keeping the e-commerce website. We held large events such as skateboard competitions which drew large amounts of people and local companies to help support the goal of Human Clothing Company. The apparel was carried in numerous retail locations on the West Coast and East Coast. Managed and created artwork, prepped files for print, and QC'd screen printing on press. Created display standards for hang tags, banners, stickers, and other marketing materials. Most of the art printed on the apparel was hand drawn, and then scanned and transformed into a vector file that was prepped for the scree printer.

February 2007- January 2010 Fashion Forms, Ventura CA, 93003

Creative Director

Responsibilities: Creating and managing the creative department. Managing employees and all projects, from comp ideas to the final piece, in both product and packaging. Developing private labels for large department store's packaging, and applying the approved art work to all of the carried products. Being on press for all packaging and print work, whether in the U.S. or China. Organizing and directing photoshoots. Working with the production team closely to ensure deadlines are met. Worked with companies on private packaging line such as: Macys, JC Penney, Target, Wal Mart, Nordstrom, Victoria Secret, Neiman Marcus, Fredericks of Hollywood, and many more large brands in the apparel industry.

September 2006- February 2007 Fashion Forms, Ventura CA, 93003

Graphic Designer

Responsibilities: Prior to developing the in-house creative department, I worked on logos, template design, and packaging.

Education:

Bachelor of Arts, in Visual Communications,
Brooks Institute of Photography, Santa Barbara, CA, September 2006

Software Skills:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere

Filemaker
Excel
Quick Base

Creative Skills:

Packaging
Logos
Corporate and Brand Identity
Marketing

Publications
Photo Retouching
Illustration

Photography
Video