

Kymani Lewis

CREATIVE MANAGER/BRAND COORDINATOR

EXPERIENCE

CREATIVE MANAGER/BRAND COORDINATOR

Jeremy S Office Worldwide - Delray Beach, FL
September 2022 - Present

- **Creative Oversight:** Supervised the continuous flow of content and media assets, leading creative teams to produce visually engaging material.
- **Project Coordination:** Orchestrated various projects, involving copywriting for brand correspondence, and ensuring alignment with brand voice and objectives.
- **Strategic Brand Expansion:** Planned and implemented strategies to broaden audience reach, infusing new creative ideas in harmony with project goals to enhance brand visibility and engagement.
- **Digital & Visual Management:** Upheld the aesthetic integrity of the brand's website and overall visual branding, ensuring consistency and alignment with brand identity across all platforms.

CO-FOUNDER/EVENT PRODUCER

Soul Era Records - Miami, FL
November 2018 - Present

- **Event Production:** Produced twelve events across West Palm Beach and Miami, cumulatively drawing 2000 attendees, and pivoted to digital experiences with the "Isolation Sessions" virtual concert series amidst the COVID-19 pandemic.
- **Marketing & Brand Development:** Spearheaded marketing endeavors, created graphics, curated artist selection, and utilized social media to elevate brand presence, achieving 5000+ followers across platforms.
- **Content Creation:** Orchestrated and coordinated artist interviews for series like "Behind the Song," "Song In 60 Seconds," and "From Soul to Song" featuring artists such as Kevin Ross, Tone Stith, and ELHAE.
- **Digital Presence Management:** Developed and managed the website (www.soulerarecords.com) and curated playlists across various streaming platforms, including Spotify and Apple Music, ensuring a robust digital footprint.

CONTACT

prodbykmoney@gmail.com
www.prodbykmoney.com
West Palm Beach, FL

EDUCATION

FLORIDA ATLANTIC UNIVERSITY
2016-2020
Bachelor of Arts, Communication and
Multimedia Studies

SKILLS

Web Design
Video Production
Digital Marketing
Content Management
Live Stream Production
Brand Coordination
Graphic Design
Pre-Production Planning
Adobe Creative Cloud
Microsoft Office
OBS
vMix
Pro Tools

CREATIVE & DIGITAL SPECIALIST

Self-Employed – Boynton Beach, FL

January 2018 - Present

Leveraging a multifaceted expertise in web design, social media management, live stream production, graphic design, and music administration, I have carved out a significant footprint in the digital and creative sphere, offering comprehensive solutions for various artists, organizations, and businesses.

Key Achievements & Responsibilities:

Social Media & Online Presence Management:

- Developed and executed social media strategies, created and scheduled multimedia content, and analyzed performance metrics across various platforms, ensuring consistent brand messaging and enhanced audience engagement.
- Utilized Later, Hootsuite, Facebook Creator Studio, and Twitter Media Studio for content scheduling and management.
- Performed rigorous hashtag and analytics research to shape strategies and strengthen online presence.
- Managed and coordinated content calendars and social media strategies to achieve objectives.

Live Stream Production:

- Planned and executed live stream productions, ensuring smooth run-of-show, audience engagement, and technical proficiency throughout the broadcast.
- Utilized vMix and OBS for broadcast production, orchestrating seamless transitions and maintaining high-quality stream stability.
- Developed graphic assets and ensured broadcasts were executed smoothly with technical checks and asset management.

Graphic Design:

- Delivered high-quality, brand-consistent graphic design for various clients, spanning a wide array of project types from album covers to business logos.
- Employed Adobe Photoshop and Illustrator to create compelling visuals that align with client requirements and brand identities.
- Coordinated with customers and stakeholders to refine designs and ensure final products met and exceeded expectations.

Music Administration:

- Orchestrated digital service platform management, release submissions, copyright registrations, and comprehensive promotional rollouts.
- Collaboratively organized and executed song/album rollouts and ensured all media assets were meticulously tracked and managed.
- Conducted detailed planning and execution of Facebook Ads to promote releases and monitored subsequent analytics.

Web Design & Management:

- Spearheaded website design and management for various clients, ensuring user-friendly, aesthetically pleasing, and fully functional web presence.
- Utilized platforms like Squarespace, Wix, and WordPress, and employed CSS & HTML to tailor sites to clients' bespoke needs.
- Conducted thorough website testing and ensured stable function across all devices and platforms.

Highlighted Clients:

Soul Era Records, Drea Real, FAU Owl TV, FAU Student Union, Pentecostal Tabernacle West Palm Beach, Eastpointe Country Club, Rock The Bells, Marvel x Def Jam, Refined by Anthony, Shelley Cares Foundation, Skin By Mahalia, The Millennial Mommies Club, Camille Parker, Pleasures Mas, and more.

VIDEOGRAPHER/EDITOR

Plum Productions – Boca Raton, FL

May 2021 - November 2021

- **Video Production:** Executed in-studio and field shoots, ensuring optimal capture of visuals and adherence to production quality and client requirements.
- **Video Editing:** Utilized Final Cut Pro & Apple Motion for editing, transforming raw footage into finalized, client-approved videos that met project objectives.
- **Project Management:** Led and managed multiple projects from conceptualization through to launch, ensuring timelines, quality, and client expectations were consistently met.
- **Client Collaboration:** Worked closely with a spectrum of clients, including ABC Fine Wine & Spirits, The Boca Raton, and Gift Of Life, ensuring professional communication and alignment with client visions.
- **Live Streaming:** Facilitated the live streaming of events, both in-studio and in-field, ensuring smooth broadcast and engagement with virtual audiences.

CAMERA OPERATOR/EDITOR

Suzanne Boyd Productions – Delray Beach, FL

June 2019 - July 2021

- **Production Support:** Assisted in the comprehensive setup and breakdown of equipment and aided in the filming and production of live shows and events, ensuring technical precision and adherence to production timelines.
- **Post-Production:** Engaged in editing and post-production processes, ensuring content was polished, aligned with project vision, and delivered in a timely manner.
- **Key Projects:** Contributed to various projects including "Rise+Live with Roby & Suze", "ArtnCraft TV", "Slosberg Town Hall", "Anuttara Live", "Best Buddies Palm Beach 2020 Gala", "5th Annual Empty Bowls Delray Beach - Palm Beach Food Bank", "Delray Morning", and "JA Live (Jerome Alexander Cosmetics)".

VIRTUAL EVENT TECH

Florida Atlantic University – Boca Raton, FL

October 2020 - June 2021

- **Social Media & Content Creation:** Managed the FAU Student Union's social media, crafting engaging visuals and producing promotional videos, while also undertaking photography for social and web platforms.
- **Live Event Production:** Facilitated live streams and recordings of FAU events at the Barry Kaye Auditorium, ensuring smooth, high-quality broadcasts and audience engagement.
- **Technical Support:** Provided astute technical assistance within the Student Union, ensuring streamlined operations and troubleshooting issues as needed.

MERCHANDISE SUPERVISOR

JCPenney – Boynton Beach, FL

October 2016 - December 2020

- **Department Management:** Oversaw the Shoes and Accessories department, ensuring product displays, pricing, and signage adhered to company standards and driving aesthetically pleasing and customer-oriented environments.
- **Inventory & Stockroom Oversight:** Coordinated inventory processes and managed the Shoe on Display restocking, including mitigating mismates and organizing the stockroom, while maintaining a well-kept and efficiently operated stockroom.
- **Visual Merchandising:** Reconfigured displays in adherence to updated planograms, ensuring consistent, visually appealing, and strategic product presentations.
- **Digital Order Management:** Engaged in the jcp.com process, handling online orders, addressing aged/undelivered orders, and coordinating respective returns as required.
- **Team Development & Training:** Onboarded and coached new associates, instilling them with knowledge and adherence to company standards and department protocols.

STATION MANAGER/PRODUCTION COORDINATOR

FAU Owl TV – Boca Raton, FL

January 2019 - June 2020

- **Strategic Oversight:** Managed a \$70,000 budget, allocating funds to payroll, equipment, and events, while also expanding the team, notably through the recruitment of a dedicated Marketing Director.
- **Content & Production Mastery:** Created an "Entertainment" strand, contributing to diverse, engaging viewer content. Spearheaded all phases of video production and live stream/recording of pivotal FAU events, ensuring technical and content quality.
- **Operational & Technical Stewardship:** Administered daily station operations, diligently resolved technical issues, and maintained the station's website (fauowltv.com), assuring smooth functionality and relevant content delivery.
- **Mentorship & Skill Development:** Provided hands-on mentorship to volunteers, nurturing their filming and editing skills within the dynamic media production environment.