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Kellen Bloom

I am a communications and creative professional with excellent writing, public speaking, graphics, video, and website design skills. With a passion for conveying information and a keen eye for detail, I am dedicated to bringing an organization's mission to life through strategic content development and design.

May 2013

**B.A. in
Communication Studies**
University of Minnesota,
Twin Cities

- Creative
- Detailed
- Organized
- Problem solver
- Collaborator
- Leader
- Proficient in various technologies, including MS Office Suite, Adobe CC, Mailchimp, GA, & WordPress

2013 - Present

Lead Content Producer

Sharpened Productions, Edina, MN

- Produce web content, including thousands of articles, videos, and images, for several websites
- Provide email support for thousands of home and enterprise software users
- Complete time-sensitive projects independently and with team members
- Analyze website performance using Google Analytics, Moz, and other SEO tools
- Help design the layout of webpages to best suit their content
- Assist in the management of software affiliate partnerships

2012 - Present

Communications Director

South Metro Vineyard Church, Burnsville, MN

- Develop and maintain the website via WordPress
- Design and distribute a digital and print newsletter using Mailchimp and produce it weekly and monthly
- Create graphics for web and print purposes and videos for online publication with Adobe Creative Cloud apps
- Collaborate with leaders across ministries and churches (from different cultures) to execute communications