KEVIN ANDERSON

Fort Washington, MD
301.219.5007

kevin@creativeslump.com
kandersondesigns.com

SENIOR DIGITAL CONTENT DEVELOPER

Accomplished digital marketing professional with a history of success and experience utilizing current technologies to implement design standards across a variety of media. Proven digital editing experience in high-volume eCommerce work environments. Outgoing, detail-oriented, and proficient at blending creativity with technical know-how. Adept at utilizing computer-related technologies and digital media design, including web design and content management. Areas of expertise include:

Web Design – Content Development – Website Analytics – Social Media and Email Marketing
Front-End Design and UX – Video Production – Marketing Collateral – Graphic Design

EXPERIENCE

Lowe's Pro MSH, Laurel, MD   **January 2020 - January 2021**
Lead Marketing Analyst
Redesigned and stood up the new supplyhq.com (now https://www.lowesprosupply.com/) website in March 2020, during company rebranding.
- Maintained regular updates to the e-commerce website, developed website analytics reports, configured Google Tag Manager to improve web analytics tracking, managed social media scheduling, and managed production and scheduling for the email product marketing program.

Maintenance Supply Headquarters, Laurel, MD   **2018 - 2020**
Senior Digital Content & Front End Developer
- Led front end web design, user experience and user interface design for the company website.
- Created animations for promotional sponsorship and marketing efforts.
- Produced a video commercial for National Apartment Association sponsorship.
- Worked on holistic strategies for multi-channel, digital media integration with marketing collateral.

Central Wholesalers, Inc., Laurel, MD   **2012 – 2018**
Web / Graphic Designer
- Designed and redesigned the aesthetics and usability of Central Wholesalers website.
- Implemented inter-activity into the corporate website with a focus on enhancing the user experience.
- Designed original concepts for web pages and customer focused Internet marketing material and maintained web assets.

DELTA Resources, Inc., Arlington, VA   **2007 – 2012**
Graphics Specialist
Responsible for designing brochures, newsletters, presentation briefs, print advertisements, promotional items and organizational charts for DELTA Resources, Inc. and in support of government and military customers.
- Web design and content management in support of the US Army (ASA IE&E, AEPI, PAL, RCI).

ADDITIONAL RELEVANT EXPERIENCE

Co-Owner / Editor / Photographer / Distributor, TM Creative, LLC / Concrete Magazine, Nashville, TN

EDUCATION

Bachelor of Science (BS), Mass Communications (Advertising), The University Of Tennessee, Knoxville
Associate of Arts (AA), Web Design & Interactive Media, The Art Institute of Washington

TECHNICAL SKILLS

Apple OS X and Windows OS - Agile Management Environment - Google Web Applications /
G Suite: Analytics, Drive, Docs, Sheets, Calendars, Gmail - Adobe CC: Photoshop, Illustrator,
InDesign, Premier Pro, After Effects, XD, Acrobat Professional and Bridge - MS Office: PowerPoint, Word,
Excel, Teams - Apple iWork: Pages, Keynote, Numbers - HTML, CSS, XML, JQuery - (JavaScript),
ActionScript 3 - Sketch UI/UX Prototyping