

Nicholas Kennedy

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Education

Champlain College | Burlington, Vermont Graduated on May 14, 2023

Bachelor of Fine Arts Degree in Graphic Design and Visual Communication

- GPA 3.8: Dean's List Fall 2019, Spring 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023
- Learning Outcomes: A strong sense of Form and Color, Advanced Knowledge of Typography, Knowledge of Art History, Training in HTML Web Design, and strong completion of Projects in Graphic Design.
- Extracurricular: Creative Media Internship, Juried Student Art Show

Skills

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|---------------------|---------------------------|-------------------------------------|
| • Mac OS | • Adobe Animate | • Social Media Marketing Skills |
| • Adobe Illustrator | • Adobe Dreamweaver | • Client Presentation Skills |
| • Adobe InDesign | • Microsoft Publisher | • Creates Meaningful Graphic Design |
| • Adobe Lightroom | • Microsoft Powerpoint | • Wordpress and Webflow |
| • Adobe XD | • Adobe After Effects | |
| • Adobe Photoshop | • Customer Service Skills | |

Experience

Neuraxis Employee Training Program | Milford, New Hampshire Feb 2024 - March 2024

Graphic Designer

- Hired by the medical company Neuraxis where I helped them using my graphic design knowledge. I accepted this position knowing it would be a temporary job comparable to the freelance jobs I have done on Fiverr. I include it on my resume as it was a graphic design position with a major medical company, while my Fiverr jobs were private art jobs.

Sarah Ramsey Strong Foundation | Burlington, Vermont Apr 2022 - Dec 2022

Graphic Designer / Paid Intern

- Managed, and responsibly kept the website, social media, and email correspondence of the charity up to date.
- Created graphic designs for posters, newsletters, advertisements, race maps and more, leading to the year which I spent with the Sarah Ramsey Strong Foundation to be a record high in terms of fundraising reached (More detail on this record high, in attached Letter of Recommendation).

Sarah Ramsey Strong Foundation | Burlington, Vermont Jul 2021 - Dec 2021

Graphic Designer / Intern

- Managed, and responsibly kept the website, social media, and email correspondence of the charity up to date.
- Volunteered multiple times each week as both a remote and in person intern providing technical advice, graphical design expertise, and artwork to the charity.
- Oversaw the setup and cleanup of the 5k Race fundraising event as an in person volunteer.

Nelson's Candy and Music | Milford, New Hampshire Jun 2019 - Aug 2019

Cashier

- Helped manage the sales to increase productivity by teaching new cashiers.
- Assisted the company's revamp as it switched from Nelson's Candy, to its new title, Nelson's Candy and Music.
- Provided assistance with room renovation during the new branding process.

Ocean State Job Lot | Milford, New Hampshire

Feb 2019 - Jun 2019

Inside Sales Representative

- Worked on the store floor to stock merchandise preventing product shortage.
- Acted as a cashier and learned from other coworkers, continuously improving in the position.
- Provided excellent customer service by being knowledgeable on items location in the store.

Wilton-Lyndeborough School District | Wilton, New Hampshire

Jun 2018 - Aug 2018

Assistant IT Manager

- Responsible for managing the computer transportation throughout the school during its campus wide renovation.
- Rebooted the school's operating system from Linux to a modern Windows setup on 20+ faculty and computers.
- Provided customer service to multiple teachers who required assistance in using the computers.

SUMMARY: SARAH RAMSEY STRONG 5K AND SILENT AUCTION EVENT

After a two-year hiatus due to Covid restrictions, the Sarah Ramsey Strong Fund (SRSF) hosted its sixth annual 5K race on the Bike Path along the shore of Lake Champlain in Burlington on October 16, 2021. The race and post-race event were well attended with 85 runners and walkers, despite having rainy weather throughout the day. The event proceeds, including race registration, online and in person donations, raffle ticket and silent auction sales, will benefit Champlain College through the support SRSF provides to student startup businesses under the supervision of the Center for Innovation and Entrepreneurship.

Several factors contributed to making this one of the most SRSF successful events to date:

- **Online registration** — the majority of participants registered in advance for the race. This minimized wait times, all but eliminated on-site waiver forms, and provided a much better registration experience for runners and walkers. It also meant fewer volunteers were needed to staff registration. In addition, SRSF captured more information from participants, such as email addresses, for follow up and promotion of future events.
- **Online donations** — the ease of donating online was instrumental in making this a more successful fundraising event than prior SRSF race events. By featuring a donate “button” on our website and in all promotional communications leading up to the event, supporters who could not attend the race were able to easily contribute.
- **Event promotion and publicity** — in addition to poster and lawn sign distribution to over 200 locations throughout great Burlington, SRSF updated its website, added weekly race registration reminders and promotions via Instagram and Facebook, and issued multiple newsletter email blasts to supporters in the six weeks leading up to the race. In addition, local high schools and colleges were contacted to encourage running team participation, and many local and statewide running organizations featured the SRS 5k on their calendar websites as a result of intern outreach. This continuous drumbeat of marketing communications achieved a consistent SRSF-branded message to publicize the event and encourage participation.

SRSF was very fortunate to have two outstanding Champlain College student interns join our team to support our events. They provided resources that otherwise would not have been available to us as a 100% volunteer, small non-profit organization. In addition to working at the event, both interns put in long hours in the weeks leading up to the event. Their help was mission critical to unloading and setting up the race and auction, as well as removing everything after the event to ensure space at Hula was completely empty. In addition, each student intern provided specialized support in the following areas:

- Nicholas Kennedy, a junior year visual communications major, redesigned the SRS race logo, promotion materials, and created an illustrated map of the race course. He did extensive work to update the SRSF website and create weekly social media posts and newsletters. He conducted outreach to running organizations to secure calendar listings for the SRS 5k. Nick’s professional design eye was a huge asset to streamlining communications, and developing high quality, compelling call-to-action messages to motivate target audience to register and/or donate to SRSF.
- Nathaniel Slade, a senior year business major, supported event operational logistics by working closely with the team to distribute posters and lawn signs, and conducting outreach to local high schools and colleges to engage running teams. Nate was responsible for using his own car to help solicit and collect auction donations from over 75 local businesses throughout greater Burlington. His work involved personal contact with business owners and extensive follow up by visiting retailers and delivering auction items to other volunteers. Nate managed these tasks using project management spreadsheets which he kept updated regularly. He also coordinated the team of students exhibiting at the Innovation Fair during the race. The donations of gift cards and local merchandise were featured as silent auction items and raffle prizes that together brought in over \$10,000 at the post-race event.