

KENYA N. FLOYD

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Manages, develops, and implements marketing activities. Quickly adapts organizational objectives and product service or brand knowledge. Training and experience in Marketing Management, Strategy Consulting, and Finance. Knowledgeable concerning new media applications and IT solutions. Familiar with Advertising concepts, practices, and procedures. Oriented with not-for-profit organizations. Creative, strategic, and flexible project team leader. Key communication, analysis, planning, and problem solving skills. PC and Mac hardware use with proficiency in a wide range of applications.

Business Applications: MS Word, Excel, Power Point, Access, Project and Front Page, Adobe Acrobat and Design.

Graphic Applications: Adobe Illustrator, Photo Shop, Quark, Macromedia Freehand, Flash, Dream Weaver, and Director.

Marketing Management

- Directs Production of Advertising/Marketing Vehicles
- Manages Placement of Promotional Materials
- Promotes Programs, Events, Products, and Services
- Produces Marketing Communications Materials and Multi-Media Advertisements
- Edits Copy and Layout of Promotional Communications and Advertisements

Strategic Planning and Analysis

- Analyzes Operations and Strategy for Growth and Development
- Identifies Opportunities for Improvement in Structure, Processes, and Systems
- Assesses Market Trends, Prospective Vendors, Business Models, and New Media Applications for Product Strategy
- Presents both Client and Service Interest in Channel Selection, Sales Promotions, and Aggregate Planning
- Develops Cost Efficient Solutions Aligned with Business Objectives
- Writes Business Plans and Proposals

Project Management

- Documents Key Processes
- Facilitates Team Projects
- Coordinates Cross-Functional and Inter-Departmental Tasks
- Budgets and Accounts for Proposed Campaign Activities
- Adapts Metrics and Methodologies for Production Accuracy and Efficiency
- Communicates Client Interest throughout the Production Cycle

EMPLOYMENT HISTORY

Dearborn Financial Services, A Kaplan Professional Company (11/2003 – 11/2005) / Chicago, IL
Product Development, Assistant

KB, Inc. (Summer 2002) / Evanston, IL
Summer Marketing Director

Kofographix (3/2002 – 12/2004) / Chicago, IL
Proprietor, Business Consultant, Graphic Designer

The Arts Matter, Gallery 37-AAEP Program (8/2001 – 3/2002) / Chicago, IL
Career Development Coordinator

Corliss High School (1/2001 – 6/2001) / Chicago, IL
FTP Sub / Illinois State Board Certified, K-12 all areas Type 39

Dahlstrom Display, Inc. (10/1999 – 11/2000) / Broadview, IL
Graphics / Pre-Press Operator–Display Graphics

Riant Theatre (Summer 1999) / Chicago, IL
Marketing/Advertising Intern

Chicago Children's Museum (3/1999 – 6/1999) / Chicago, IL
Design / Exhibits Intern

EDUCATION

Loyola University, Graduate School of Business
(MBA–2001) Marketing Management / Commerce Strategy and Finance

DePaul University, LA&S
(BA–1999) Advertising Communications / Graphic Design and Media Arts

The School of the Art Institute of Chicago
(Adult Continuing Education–1997-'98, 2002) Digital Media-Production

AFFILIATIONS AND HONORS

Taproot Foundation / Chicago Service Grant (Volunteer 2006)

American Marketing Association / Chicago AMA for Marketing Professionals (Volunteer 2005–'06)

Women in Communications / DePaul University Chapter (Member–1998)