

---

## JOSH YUTKINS-KENNEDY

[Joshykennedy@gmail.com](mailto:Joshykennedy@gmail.com)

978-604-0106

[jykmedia.com](http://jykmedia.com)

---

### PROFILE

An experienced web specialist, frontend developer, and digital, multimedia strategist with 5+ years' experience in developing a portfolio of high-impact, websites that utilizes SEO and social media to boost web traffic, e-commerce and customer engagement. A self-starter, with the skills and the ability to conceptualize, design, and storyboard responsive websites.

### EDUCATION

#### Bachelor of Science in Web Design and Multi-Media

The New England Institute of Art

Certification in Web Design

Certification in Digital Photography

Certification in Drone Aerial Photography and Video

---

### TECHNICAL SKILLS

**Languages:** Python, HTML, CSS, PHP, jQuery, JavaScript, SQL.

#### Content Management Systems (CMS):

WordPress, Sana Commerce, Drupal, K-Commerce, and SharePoint.

**Adobe Creative Suite:** Photoshop, Lightroom, Premiere Pro, Dreamweaver, After Effects, and Illustrator.

**Video Editing Software:** Final Cut Pro and Avid Media Composer.

**Google Analytics and MS Office:** Word, Excel, PowerPoint, Access

### EXPERIENCE

#### Tufts University, Friedman School Of Nutrition

##### *Web Specialist & Media Strategist*

Aug 2020- MAR 2020

Designed, developed, and executed site architecture and navigation including redesigns and media enhancements. Created storyboards, user flows, process flows and site maps to communicate interaction and design ideas. Increased both alumni and student engagement and expanded web landscape and functionality. Executed audio and visual assets for the brand across channels-email, social media, landing page and website assets. Managed employment and career-based database systems that link website and career development resources. Created user-centered designs by translating user requirements into highly usable responsive journey through the site.

#### The Dodge Company

##### *Web Developer & Multimedia Producer*

May 2017 to Jun 2020

Managed ecommerce, website and implemented improvements to online product presentations to increase sales. Developed dynamic and interactive website that ensured high traffic, page views, user experience and increased sales with a proven ability to manage a high volume of deliverables. Served as the lead Photographer and Videographer who created an in-house production studio reducing outsourcing costs by 50%. Managed operation of cameras, product photography, staging, lighting, studio operations, and editing. Created vibrant product photography for sales and e-commerce.

#### Massachusetts Office of the State Treasurer

##### *Communications and Web Coordinator*

Jul 2015 to May 2017

Managed state's website while developing a strong understanding of content management systems and designing web experiences for scale. Collaborated in teams to develop storyboards, content, and publication of digital newsletters and to deliver educational tutorials for website and diverse social platforms while editing, and co-producing events. Managed video lighting, and audio equipment.

### ACTIVITIES & TALENTS

Personal Fitness Trainer

Karate Instructor - 3rd Degree Black belt

Microsoft Office software Adult Education Instructor

Freelance Photographer

Podcast Producer

Co-filmed commercial for 1st million-dollar Fantasy Football winner