



CONTACT

📍 Pontiac, IL
📞 501.249.7914
✉️ dlewiskennedy@gmail.com
🌐 dlkennedy.com
📱 linkedin.com/in/dlewiskennedy

CORE COMPETENCIES

- ✓ Executive Communications
- ✓ Internal Communications
- ✓ Strategic Storytelling
- ✓ Employee Engagement
- ✓ Brand Strategy
- ✓ Marketing Communications
- ✓ Content Strategy
- ✓ Cross-Functional Collaboration
- ✓ Presentation Design
- ✓ Website Strategy
- ✓ Project Management
- ✓ Community Engagement
- ✓ Adobe Creative Cloud
- ✓ Google Workspace
- ✓ Microsoft 365
- ✓ Webflow
- ✓ WordPress
- ✓ Figma

DAVID KENNEDY

STRATEGIC COMMUNICATIONS LEADER
BRAND STRATEGY • MARKETING LEADERSHIP • CREATIVE DIRECTION

Helping organizations communicate with clarity through strategic storytelling, creative leadership, and digital innovation.

EXECUTIVE SUMMARY

Strategic communications and creative leader with 15+ years of experience helping organizations communicate with clarity, strengthen brands, and engage employees, customers, and communities. Experienced developing executive presentations, newsletters, websites, marketing campaigns, video, photography, and integrated communication strategies. Combines creative excellence with business thinking to translate complex initiatives into compelling stories that drive engagement and organizational goals.

CAREER HIGHLIGHTS

 15+ <i>Years of experience in strategic communications, marketing, & design.</i>	 12,000+ <i>Stakeholders reached monthly through enterprise newsletters</i>	 25+ <i>Websites designed or redesigned with strong SEO and usability.</i>	 \$50k+ <i>In new business generated within three months for clients.</i>	 20,000+ <i>Residents served through municipal communications & outreach initiatives.</i>
---	---	---	---	---

PROFESSIONAL EXPERIENCE

PIP MARKETING, SIGNS, PRINT | Graphic Designer | 2026 - Present

- Create custom graphic designs for print & marketing materials based on client needs & brand
- Prepare print ready files using imposition, prepress & quality control processes to ensure accurate production
- Collaborate with customers & staff to deliver high quality products on schedule.
- Maintain accuracy & efficiency while managing multiple projects in a deadline driven environment.

CREATIVIST | Contracting Designer | 2024 - 2026

- Lead strategic branding, communication, website, and digital experience initiatives for organizations across multiple industries.
- Partner with executive stakeholders to translate organizational goals into compelling digital and visual communication strategies.
- Develop integrated campaigns spanning websites, presentations, social media, photography, video, and print.

PEKIN INSURANCE | Senior Graphic Designer | 2023

- Supported enterprise marketing and internal communications initiatives through creative strategy and content development.
- Planned and coordinated monthly newsletters reaching more than 12,000 employees and agents.
- Developed executive presentations translating technical initiatives into clear business communications.
- Managed enterprise digital assets and mentored a junior designer while collaborating across departments.

CITY OF PONTIAC, IL | Marketing & Communications Coordinator | 2021-2022

- Directed communication strategies supporting community engagement, city initiatives, and public information.
- Managed website content, social media, digital campaigns, livestreams, photography, and public-facing communications.
- Partnered with city leadership to strengthen messaging and expand digital engagement.

LEWIS CREATIVE MEDIA | Owner/Graphic Designer | 2007 - 2020

- Founded and led a creative consultancy delivering strategic communications, branding, marketing, website development, and multimedia services.
- Advised organizations on messaging, brand positioning, audience engagement, and digital transformation.
- Directed projects from strategy through launch while managing client relationships, budgets, timelines, and creative execution.

STRATEGIC THINKER. CREATIVE LEADER. CLEAR COMMUNICATOR.

— SELECTED STRATEGIC PROJECTS

Illinois Ladies Ministries - Statewide conference branding, marketing strategy, and digital campaigns resulting in increased attendance and engagement.

City of Pontiac - Website redesign, public communications, and multimedia outreach improving community awareness and participation.

Pekin Insurance - Enterprise newsletters, executive presentations, and digital asset management for consistent brand communication.

Creativist - Brand strategy, website development, and creative consulting for clients across multiple industries.

— LEADERSHIP & COMMUNITY IMPACT

Volunteer graphic designer for churches, nonprofits, and community events

Speaker and trainer for technical courses and creative workshops

Lead creative teams and cross-functional committees

Committed to using design and communication to strengthen organizations and communities

— EDUCATION

B.A., Graphic Design & Media Arts
— Southern New Hampshire University

B.A., Christian Ministry
— Urshan University

— TECHNICAL EXPERTISE

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom) Figma | WordPress | Canva | Microsoft 365
Google Workspace | Final Cut Pro | Meta Business Suite
Digital Asset Management | Mailchimp

— AREAS OF EXPERTISE

Strategic Communications | Brand Strategy | Marketing Content Creation | Copywriting | Web Design | Video Production | Photography | Social Media | Public Relations | Project Management