



KOLBY SKIDMORE

Photography & Social Media
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KolbySkidmoreDesign@gmail.com

3714 Trinity River Ct. Raleigh NC, 27612

ABOUT ME

Originally from Arizona, I recently moved to Raleigh North Carolina in October 2016. I'm a 28 year old cancer survivor with a deep love for hockey. After building a successful wedding photography business I have decided I want to pursue employment in my true passion, hockey. I've attended over 15 home games this season, and believe that there are many opportunities to build fan engagement via social media. I enjoy social media because it's an ever evolving industry. I believe in creating dynamic content to drive sales conversion while generating a new fan base. What I love about the Carolina Hurricanes is that they are a younger team with undeniable talent.

EDUCATION

Bachelors of Art in Design Management

Arizona State University (2007 - 2011)

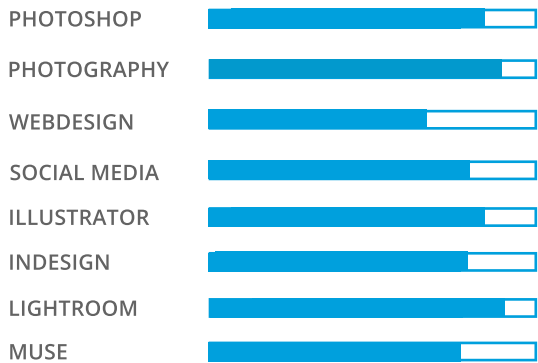
Graduated Arizona State University with a Design degree with a minor in Marketing. Primary areas of study include marketing, graphic design, and technical written communication.

Visual Communication

Savannah College of Art & Design (2016 - Current)

Currently taking courses to further my education in new graphic design technology and software programs.

SKILLS



EXPERIENCE

OWNER/HEAD PHOTOGRAPHER

Kolby Skidmore Photography (20012-Current)

- Photographing, editing, and uploading digital images for various events.
- Capturing creative content for marketing materials
- Creating portrait and editorial images
- Providing complete wedding services
- Building brand identity
- Executing social media marketing plan to create fan engagement

Marketing Representative

Best Western International (2013-2014)

- Helping Member hotels by recommending digital branding improvements through search engine optimization. Improves hotels' organic search position by reviewing hotel content and identifying keyword opportunities.
- Supporting Best Western e-Commerce initiatives by virtual tours, photos, and other important details to drive revenue to their hotel.
- Supporting our Member hotels by identifying and implementing social media opportunities to help increase their digital marketing performance.

Marketing Coordinator

Starwood Hotels & Resorts Worldwide (2011-2012)

- Assisted company Marketing Managers in coordinating and integrating various marketing and communication activities.
- Frequently managed online marketing campaigns successfully and published write-ups on social networking websites and blogs
- .-Coordinated all digital media for 100 hotel properties.
- Tracked executed campaigns, prepared reports of performance analysis of past campaigns and offered corrective recommendations regarding concurrent programs.

AWARDS

Best Western Corporate Photo Contest Winner

RAW Artists Phoenix Exhibitor

Deans List Arizona State University

View Bug Creative Self Portrait Finalist