

# kDYNAMICS, INC

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## GENERAL INFORMATION

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kDynamics, Inc is a creative digital marketing and technology services agency, established in 2003 and is physically located in the suburbs of Buffalo, NY.

We excel in providing businesses with web services, custom marketing programs and technology education and support. Led by an entrepreneurial spirit, we use interactive media to expand visibility and create online customer connections for small to medium size businesses and organizations seeking to engage with their audiences. kDynamics leverages software tools such as Zoom Video Conferencing, graphic and video tools, social media platforms, and other technology for a full integrated marketing approach.

### Specialties:

New Business Development, Custom Internet Design/Development, Identity Design and Branding, Online Social Media Marketing Strategies & Direct Marketing, Digital Media Marketing, Asset Management, Zoom Video Conferencing & Virtual Meetings, Computer Mentoring and Technology Education/Support.

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## KEY ACCOMPLISHMENTS

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- **Directed and managed the 2021 Virtual Garden Symposium for the Great Lakes Region Hosta Society:** leveraging the Zoom Video platform. This event engaged over 600 simultaneous online participants with a panel of 5 presenters, complete with animated graphic presentations for breaks that ran for 6 consecutive hours.
- **Conceived White Diamond Detail Products rebranding and online marketing initiative:** resulting in global exposure and expansion into Japan. Created dealer network which ultimately led to landing Advanced Auto Parts as national distributor.
- **Enhanced Motor Components, LLC website's visual appearance and user experience with clear & focused presentation:** delivered a customer centric redesign reducing customer confusion. This exceedingly complex online catalog and parts finder, was hailed the most comprehensive display of products to date, eliminating their need for a printed catalog.
- **Resolved Search Engine Optimization (SEO) and mobile conversion of Strictly Ink's five websites, managed and curated entire social media presence:** generating increased customer activity. Created and launched an integrative marketing approach that utilized print collaterals, Facebook ad campaigns and email.

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## CONTRACTS/PARTNERSHIPS

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- **Fellowships of the Spirit** 4/2019 – Current Zoom Class Moderation, Event Promotion, Facebook Ads, AV Support, Email Campaigns, Video Editing, Website Administration
- **National Council of Geocosmic Research** 3/2019 – Current Website Developer, Membership Management, Reporting, Virtual Conference Management and Zoom Moderation, WordPress Mentoring and Instruction
- **Northwest Buffalo Community Center** 9/2016 – 3/2020 Computer Instruction Vendor for afterschool and Saturday Programming for the Buffalo Public Schools
- **Say What Communications** 5/2018 - Current Website Design/Developer
- **DMDWS** 5/2016 - Current Website Design/Developer, Graphic & Video Design
- **Diamond Crystal Music, LLC** 5/2016 – Current Ecommerce Developer, Website Manager, Branding Design, Social Media, Marketing & Customer Service Support
- **Bean Media** 9/2016 – 9/2018 Website Design & Customer Support
- **SMB** 10/2013 – 4/2014 New Business Development/Sales, Account Management
- **Full Circle Studios** 6/2010 – 5/2014 Customer Account Management, LMS Support
- **Eden Alumni Association** 8/2003 – 8/2015 Leadership, PR, Event Management, Membership Drives, Web Design
- **Drumbeat Networks** 6/2011 - 8/2011 Graphic Design & Web Services
- **Dog Eat Dog Advertising Agency** 11/2008-2/2009 Web Design/Development
- **White Diamond Metal Polish** 9/2005 - 4/2008 Trade Show Sales, Graphic/Web Design, Online Marketing, SEO, Social Media Management
- **JPChrome** 2/2005 – 2/2007 Startup Launch, PR, Branding & Collateral Design, Trade Shows, New Business Development
- **Paychex** 2/2008 - 7/2008 Interactive Media Design/Developer
- **Rocket Broadband** 5/2007 - 10/2007 On-Site Marketing and Web Design
- **Core 101** 5/2005-9/2006 Content Development & Copywriting
- **The Campos Group** 7/1997 - 8/1998 Interactive Media Developer, Executive Video Producer, Pre-& Post Production

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## CAPABILITIES

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- **Website Services** – Website Interface and Experience Design, Architecture, Development, Ecommerce and other with Technology API integration, website email, hosting & maintenance
- **Graphic Design & Branding** – logo, social media, design assets, presentations, branded email campaigns, brochures, flyers and other printed collaterals
- **Digital Marketing** – Inbound Marketing, Marketing Automation, Social Media Marketing, Search Engine Optimization, Content Marketing, Video Production, Email Marketing
- **Zoom/Video Streaming Technology Support** – Zoom Webinars/Meetings, Video Conferencing, Virtual Event Coordination, Hybrid Classes & Meeting Host and Moderation, Video Streaming and Podcasts
- **New Business Development & Research** – Keyword Research, Search Strategy, New Client Acquisition, Technology Integration including Customer Relationship Management Technologies
- **Afterschool Computer Instruction** - Coordination multiple on-site computer after-school education programs and curriculum to enrich the academics for students K-12 that includes technology education which include green screen technologies, photography, video production animated book reports, commercials, game shows, special effect photography, and interactive projects
- **One-to-One Technology Training & Support** – Basic Computing, Word Processing, Graphics & Presentation, Social Media, Web Design Instruction including the WordPress and Wix CMS Platforms
- **Video Production & Online Class Design** - e-teaching/e-learning digital & animated social media and website content production

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## COMPETITIVE EDGE

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- Exceptional Communication Skills
- Strategy & Sales Driven
- New Business Development
- High Quality Work Production
- Conceptual Design
- Highly Motivated & Persistent
- Considerable Computer Expertise
- ROI Web Marketing
- Supervision & Management Skills
- Diversified Market Experience
- Creative Problem Resolution
- Project Management