



# kDYNAMICS, INC

Expanding Your Visibility with Interactive Media

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## INTRODUCTION

Founder of kDynamics, Inc., Karen Sully, utilizes her extensive marketing, technology, and web expertise as she successfully assists small to medium size businesses and organizations, with their online branding and technology needs. Whether it's making not-so-simple website changes, promoting an event using social media, or coordinating a Zoom virtual workshop, Karen has the proficiency, creativity and professionalism necessary for complete success.

With over 25 years of interactive media experience, Karen knows the ins and outs of 'all things technology' necessary for running an effective online presence that is not limited to just the appeal and functionality of a website. She is also well versed in a variety of online communication tools such as surveys and registration forms, e-newsletters, payment processors, appointment booking and scheduling software, video players, and more. Karen's expertise also includes strategy and design for social media platforms including Facebook, Instagram, YouTube and LinkedIn.

When it comes to an integrative marketing approach, Karen not only knows how most technology works, she knows how it all fits together. She can help you create, implement, manage, and execute a plan for successful engagement, conversion and business growth.

## CORE COMPETENCIES

Integrative Marketing  
Technology Support  
Web Services/Social Media  
Computer Instruction & Mentoring

## TECHNOLOGY SUPPORT

Zoom Video Conferencing  
Virtual Event Coordination  
Hybrid Classes & Meetings  
Video & Audio Editing  
Video Streaming & Podcasts

## WEB & SOCIAL MEDIA SERVICES

Website Design (WordPress, Wix)  
E-commerce  
Search Engine Optimization (SEO)  
Content Curation  
Social Media Management  
Facebook Ads  
Animated Graphics & Video  
e-Newsletters

*Portfolio and examples of work  
available at [www.kdynamics.net](http://www.kdynamics.net)*

## NY STATE CERTIFIED WBE



<b>NAICS 512191</b>	MOTION PICTURE OR VIDEO EDITING SERVICES
<b>NAICS 611420</b>	COMPUTER TRAINING
<b>NIGP 91876</b>	MARKETING CONSULTING
<b>NIGP 92078</b>	WEB SITE DEVELOPMENT
<b>NAICS 541511</b>	WEB (I.E., INTERNET) PAGE DESIGN SERVICES, CUSTOM
<b>NAICS 541511.</b>	APPLICATIONS SOFTWARE PROGRAMMING SERVICES, CUSTOM COMPUTER