

Kenneth Hanway

Professional Marketing Specialist with years of experience

1422 E Powhatan Ave
Tampa, FL 33604
(941) 809-7115
kenhanwayphoto@gmail.com

EXPERIENCE

Gasco Affiliates LLC — *Marketing Manager*

January 2017 - March 2019

Managed Trade Show circuit and created sales driven marketing materials including giveaways and technical spec sheets. I managed all social media and the website, creating all content including photography. Started a sales driven informational video series to educate our product consumers.

Gasco Affiliates LLC — *Marketing Coordinator*

February 2015 - January 2017

Fulfill Distributor requests for proofing and updating catalogs, web sites, flyers or other promotional items. Preparing trade show materials for the sales team.

Gasco Affiliates LLC — *Specialty Gas Mixer*

November 2008 - February 2015

Worked extensively with calibration gas detection and filling equipment.

EDUCATION

The Art Institute of Tampa — *BFA Digital Photography*

October 2011 - October 2014

Learned how to properly shoot and light in every circumstance of photography. Gathered proficient knowledge in the entire Adobe Suite. Learned how to efficiently make business plans.

Florida State University — *BA History*

August 2006 - December 2008

Received a Bachelor of the Arts in History with a minor in English

PROJECTS

Thrown Cocktails — *A Study of Space*

A photo merging project focused on the way liquids and food move in space.

SKILLS

Proficient in entire Adobe Suite

Good at identifying trends

Knowledgeable in social media management

Master of content creation and sales marketing materials

Able to shoot and edit all product photography

Great at booth design and fulfillment for tradeshow

Writing copy and blogs on subject matter

Great with personal and phone meetings.

I can direct and shoot video for short educational pieces.

SEO Optimization specialist

Good at copyrighting materials

Managerial skills are a specialty

Have knowledge of sending hazardous and non hazardous materials with the correct labeling

