

# THOMAS KENYON

c: 970.948.4335  
[tom@hyperseed.co](mailto:tom@hyperseed.co)



## [skills]

### **BRAND STRATEGY**

Providing strategic planning and proactive thinking in client relationships, including responsibility for developing marketing plans, recommendations and creative briefs. Working with brand planning and analytics to determine the most important audiences and best customers for the brand. Identifying and understanding the wants, needs and motivations of key audiences for the brand. Establishing the most important benefits and messages for key audiences of the brand.

### **ART DIRECTION**

As owner, it is my responsibility to direct employees on how best to achieve clear design communication and represent the established marketing objectives. I understand clients, brands, and designers and bring them together right, the first round.

### **WEB DEVELOPMENT AND UX DESIGN**

Experienced in management, design, and production of websites including usability design, and custom development. Detailed experience in new media such as social media integration, analytics and conversion strategies, and open-source solutions. Highly capable in Wordpress theming and development, and growing proficiency with the latest release of Drupal 7.

### **SOCIAL MEDIA**

Comprehensive **Facebook** knowledge including iframe app development using Wordpress CMS, third party analytics, and advertising. As well as Twitter, blogs, and cross-publishing experience.

### **WRITING**

Developed creative brand strategies, proposals, logo taglines, messaging, and advertising copy. Established messaging for brands in social media.

### **MAGAZINE**

Comprehensive experience with the magazine publishing industry. Including rebranding, art and photo direction, and advertising. Experience on both sides from media buying and placement for agency clients to art direction and content. Publications include rebranding Aspen Sojourner magazine from the logo and front cover to every page, photo direction, and all the micro-publications within. As well as art direction for Aspen Magazine, and Aspen Home.

### **PUBLIC SPEAKING AND PRESENTATIONS**

Experience crafting and giving presentations to small to medium groups with technical implementation in Apple's Keynote.

### **SOFTWARE EXPERTISE**

Drupal, Wordpress open-source web technologies. Professional level proficiency in Adobe InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, as well as QuarkXpress. Proficient in Microsoft Office and open-source/Google equivalents.

# [experience]

## **PARTNER, HYPERSEED INTERACTIVE; CARBONDALE, CO — 2010-CURRENT**

A web marketing company specializing in online brand strategy, web technology, search and online advertising, email marketing, and social media. Responsibilities include developing and managing online messaging and brand presence, and social media strategy.

## **OWNER, KENYON DESIGN WORKS; CARBONDALE, CO — 2001-2009**

Own and operated a full-service graphic design firm in the Roaring Fork Valley. Specializing in brand development for resort-based businesses throughout the country from ski-towns to beach destinations to urban cores. Experience includes everything from brand development, design, illustration, photo direction, and production.

## **ART DIRECTOR, GALLAGHER SHARP WEST; ASPEN, CO — 1999-2001**

As art director and lead designer for the firm, my responsibilities included conception, design and production for large and small company projects. Including presentations, brand strategy and creative direction to design staff.

## **DESIGNER, KENT DESIGN; DOWNTOWN DENVER, CO — 1998-1999**

Designer for small LODO design firm specializing in dynamic graphic solutions and illustration. Responsibilities included design and production of logos, print collateral and design presentations.

## **DESIGNER, EINSTEIN DESIGNS; ENGLEWOOD, CO — 1996-1998**

After an internship during my final year of college, I was hired full-time as a designer in a small successful firm in the Denver Tech Center. Because of the firm's small size, I was given a wide range of design responsibilities and was lead on many presentations to clients. I designed everything from logos, business cards, brochures, and direct mail.

## **EDUCATION**

Western State College, Gunnison, CO — B.A. Double Major, Graphic Design and Fine Art, Minor Business, 1996.

### **Accomplishments:**

- Multiple Dean's List.
- Helped build Western's first climbing wall and program.
- Selected to illustrate wayfinding signs for the Black Canyon N.P.

## **LIKES**

Art, biking, camping, mountains, snow, coffee and beer over tea and wine, fly fishing, anything above timberline, adventure motorcycling, and of course, family.

## **REFERRALS & SAMPLES**

Andy Modell, Publisher, 970.927.2015

Seth Brown, Lullabot.com, 970.618.5370

Jennifer Perez, Copywriting and Design, 970.379.4790

*More referrals available upon request.*

### **Samples of work:**

[www.kenyonbrand.com](http://www.kenyonbrand.com) - blog & samples | [www.hyperseed.co](http://www.hyperseed.co) - current company

# [technical]

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