

KELLEY HUDSON

I am a hardworking, multi-talented, creative individual currently seeking my next challenge within the field of marketing and content production. I previously owned and operated a popular life-events photography studio in San Diego from 2009 until 2017 and am now helping to create successful campaigns for global brands like Solosocks, LifeX, Dominos Pizza, Chabber and Nordgreen. See my portfolio at <https://www.kelleyhudson.com>

WORK EXPERIENCE

March 2019- Current

Social Media Content Producer

Nordic Social, Copenhagen (<https://www.nordicsocial.dk/>)

- Created visual and written content for the social media streams of various clientele
- Strategized campaigns for clientele often with 24 hours notice
- Maintained a complicated schedule of shooting, editing, applying graphics to images, finding models and strategizing for upcoming campaigns among many platforms and in many genres
- Analytics, SEO, keyword and general market research for each client to ensure an accurately targeted and, therefore, successful campaign

January 2018-

Content Producer

March 2019

Solosocks, Copenhagen (<https://www.solosocks.dk/>)

- Provided quality visual content for current Kickstarter campaign featuring No Show style design. This includes video, photo and copywriting.
- Created product images for use on website.
- Provided content for various social media platforms such as Instagram, Facebook, Snapchat and LinkedIn.
- Edited images and video using Adobe software.
- On set management working with a team of 7 people.
- Creative concept and design development.

Results: No Show Kickstarter campaign generated 100000+Euro in backing and was fully funded within the first 24 hours. Campaign was listed as the top fashion project on Kickstarter.

March 2018-

Content Producer

May 2018

Ønsk Kaffe, Copenhagen (<https://www.onsk.dk/>)

- Created product and lifestyle images for use on their website.
- Directed and produced a series of "Bryggeguide" videos for their blog and website.
- Provided content for various social media platforms such as Instagram, Facebook and LinkedIn.
- Edited images and video using Adobe software.
- Creative concept and design development.
- Visual marketing development.

Results: Streamlined website design increasing online traffic.

December 2017-
May 2018

Marketing and Content Production

Nordgreen Copenhagen, Copenhagen (<https://nordgreen.com/>)

- Created and photographed a Kickstarter launch campaign for use on various social media platforms featuring the Musicians of The Royal Danish Academy of Music.
- Managed, directed and auditioned models for photoshoot.
- Edited images using Adobe Lightroom and Photoshop.
- Created several articles in English for use on various fashion platforms as well as their blog.

Results: Several thousand hits generated for social media marketing during Kickstarter campaign launch. On-going marketing collaboration as a content writer for their blog.

September 2017-
March 2019

Content Producer

Life X, Copenhagen (<https://www.joinlifex.com/>)

- Content Producer in charge of providing marketing materials and event photography.
- Managing content and product development.
- Providing quality images of their rental spaces for use on their website, blog and social media.

Results: Streamlined website design and increased traffic to their service. LifeX has now expanded to 10 units and is moving into the German marketplace.

May 2010 – September
2017

Owner, Lead Photographer and Art Director

Studio Sequoia, California (<http://www.studiosequoia.com/>)

- Provided quality affordable photography for events and portraiture.
- Edited pictures with Adobe Lightroom and Photoshop.
- Photographed 250+ weddings.
- Managed a team of 5 people.
- Marketing, social media management and effective market research

Results: made 50,000 dollars profit within the first 3 years. Have had images published on various platforms around the world. Was awarded “Woman of the Week” by Suitcase Six online magazine and “San Diego’s Most Notable Women” by San Diego Voyage Magazine.

June 2009- August 2011

Art Coordinator

University Centers at UCSD, California

- Coordinated student and professional art events and exhibits for the campus of UCSD.
- Maintained a schedule of rotating exhibits within the campus’ display cases.
- Created marketing plans and advertising for on-campus art shows.
- Worked with the campus’ strict budget for planning events.
- Managed all social media for events.
- Provided data for invites and anticipated turnout.

July 2007-March 2009

Member Services Coordinator and New Vehicle Research

Affinity Development Group- Costco Auto Program

- Coordinated New Vehicle Services for Costco Members
- Reviewed and Researched new vehicles and vehicle dealers

ADDITIONAL WORK
EXPERIENCE

Copy writing and B2B research for Grønlykke.com-

Website English copy for Grønlykke's Voksdug line as well as a complete English re-write for the website.

English copy for Amazon.com store

B2B and distribution research for their Voksdug line.

<https://www.gronlykke.com/>

English proposal writing for Carsten Kyster (Chef)-

English writing and research for a business proposal with Soneva Fushi in The Maldives. Proposal was accepted.

<https://carstenkyster.com/soneva-fushi-project/>

STUDENT POSITIONS

June 2005- June 2007

Starbucks Coffee Company, San Diego California

I worked as a barista during the time I was at the beginning of my University career.

EDUCATION

2011

Visual Arts Marketing

University of California, San Diego

-Studies focused on art coordination and marketing

2010

Art Historical Research Project and Credential

University of California, San Diego

2008

Arts and Humanities

Palomar College, San Marcos California

-Received upper general education

LANGUAGE SKILLS

English- Mother Tongue Danish-Studying/Working Knowledge
French- Working Knowledge

Capable of one-way translations into English for Swedish, Norwegian, Danish, German, French, Spanish and Italian.

SKILLS

MS Office, Adobe Creative Suite, Wordpress, Google Analytics, S.E.O, Facebook Ads and Power Editor, Various Social Media Analytics and scheduling software such as Netbase and Hootsuite. Various research platforms such as JSTOR, Google Scholar, Arts and Science Journals, Eureka, DOAJ, etc. A wiz at online search-engine based research.

INTERESTS AND PASSIONS

You can often find me out and about in my community either taking travel and stock images for my personal blog or instagram (@sequoiakelley). I'm a lover of all things social media and content and enjoy exploring those interests. I also spend a lot of my free time with my very young daughter, we are very interested in animals right now and love learning about veterinary and zoological passions. I adore writing and write a lot, most notably for my blog that focuses on my time living in Denmark (www.kelleyhudson.com/blog). I also teach other amateur photographers how to use their equipment to take quality images.

REFERENCES

Adam Kuskner

Creative Director at Solosocks +45 27 50 10 37

Kelley helped develop the SOLOSOCKS brand a lot when she joined the team. She doesn't hold back in say what she thinks and she's often right considering her many years of experience with professional photography and marketing.

Kelley works fast and structured. She has a plan, she executes it, and she delivers every time! Working with her has been great for the company, as well as for the team, because she can bring her creative visions on the right form of lighting, colors and setting. The result is always very satisfying!

Kelley has a great energy. She always brings good mood and humor to the office, to the studio or wherever you're working with her. It makes any process for models and team members very easy and smooth.

Beatriz De Fhur

Network staff at KVINFO +45 50 62 50 90

“Kelley is a passionate and talented art director, editor and photographer. She could always be counted on to deliver innovative ideas to develop campaigns and layout options, and to keep projects on budget and on schedule. Kelley's ability to clearly understand changing technologies and to inspire diverse creative teams made her an invaluable asset for any agency. I recommend her highly!”

Alex Morabbi-Wulsch

Owner of Solosocks and Nordic Social +45 42 76 06 47

It's my absolute pleasure to recommend Kelley Hudson, At URU Design, I had the pleasure of working with Kelley for our Kickstarter campaign.

I thoroughly enjoyed my time working with Kelley and came to know her as a truly valuable asset to absolutely any team. She is honest, dependable, and incredibly hard-working. Beyond that, she is a person who always delivers. She also proved to be a great planner and all-around dedicated person.

Her knowledge of photography and her expertise was absolute amazing.

Along with her undeniable talent, Kelley has always been an absolute joy to work with. She is a true team player, and always manages to foster positive discussions and bring the best out of other employees. She passed both the “beer test” and the “flight test” – meaning that I could go out for a beer with her, and that I would enjoy a long haul flight with her.

Without a doubt, I confidently recommend Kelley to join your team at your company. As a dedicated and knowledgeable employee and an all-around great person, I know that she will be a beneficial addition to your organization.