

KENNY DESHIELDS

CREATIVE LEADERSHIP DIRECTOR

CONTACT

-  314-343-6802
-  Kennydeshields82@gmail.com
-  KennyDeShields.com
-  4228 Delmar Blvd., STL, MO 63108

SKILLS

- Curriculum Development & Teaching
- Leadership & Team Development
- Social Media Management & Content Creation
- Business & Entrepreneurship
- Marketing & Brand Awareness
- Event Planning & Community Engagement
- Public Speaking & Communication

EDUCATION

Bachelor of Science - Sales & Marketing

Tuskegee University

2000-2004

LANGUAGES

English



PROFILE

Dynamic leader with a diverse background in education, business operations, and social media management. Proven ability to develop innovative programs, build and lead high-performing teams, and drive organizational growth. Passionate about mentoring, strategic planning, and fostering environments that encourage creativity, learning, and success.

WORK EXPERIENCE

Director of Pathways, Assistant Principal & Educator

Gateway Legacy Christian Academy

2022-Present

- Instructional Leadership: Spearheaded curriculum development initiatives while providing targeted mentorship to teaching staff, resulting in elevated classroom performance and student engagement metrics.
- Operational Management Excellence: Orchestrated all aspects of school operations including sophisticated disciplinary frameworks and stakeholder communications, cultivating an exceptional learning environment with measurable improvements in student conduct.
- Curriculum Innovation: Designed and implemented dynamic Bible, leadership, and music curricula for secondary education, incorporating evidence-based pedagogical approaches that increased student participation by over 30%.
- Cross-Disciplinary Instruction: Pioneered diversified learning experiences including school newsletter production and executive functioning masterclasses, equipping students with critical real-world skills beyond traditional academics.
- Inclusive Education Specialist: Crafted interactive, discussion-based learning environments that effectively bridged educational gaps between native English speakers and ESL students, resulting in improved comprehension and academic performance across diverse student populations.

Owner & Manager

On the Spot Cleans

2022-Present

- Business Development & Client Retention: Successfully built and maintained a robust client base of 200 monthly customers with an exceptional 76% recurring rate, demonstrating strong service quality and business management.
- Operational Excellence: Specialized in high-value Deep Cleaning and Move Out services, developing standardized processes that consistently exceeded customer expectations and industry standards.
- Customer Experience Management: Delivered superior customer service paired with meticulous cleaning results, earning a distinguished 4.7-star rating across Google and Thumbtack platforms.
- Team Leadership & Quality Control: Recruited, trained, and managed cleaning teams to maintain strict quality standards while optimizing scheduling and resource allocation for maximum efficiency.
- Strategic Marketing & Brand Building: Developed and implemented targeted marketing strategies to acquire residential and commercial clients in the competitive St. Louis market.
- Community Impact Initiative: Partnered with Cleaning with a Purpose to provide complimentary cleaning services to cancer patients, strengthening community ties while demonstrating corporate social responsibility.

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EXPERTISE

- Educational Leadership & Program Development
- Business Strategy & Operational Management
- Community Outreach & Engagement
- Content Creation & Digital Marketing
- Conflict Resolution & Team Building
- Entrepreneurial Growth & Brand Development
- Coaching & Mentorship

REFERENCES

Brandon Mann

-  314-325-1800
-  Bmann@kingdomcapital.com

Aaron Latina

-  636-542-8642
-  Aaron.latina@gmail.com

WORK EXPERIENCE

Owner & Property Manager

Zoe Life Properties

2022-2024

- Strategic Property Management: Successfully operated 3 apartment units catering to traveling medical professionals, maintaining high occupancy rates of 80% and generating consistent revenue.
- Multi-Platform Marketing: Optimized listings across Airbnb, VRBO, Booking.com, and Furnished Finder, resulting in diversified booking channels and maximized visibility.
- Contract Administration: Managed end-to-end contract processes including drafting, negotiation, and execution of rental agreements, ensuring legal compliance and clear expectations.
- Client Relationship Management: Delivered exceptional customer service to medical professionals, addressing property requests promptly and maintaining 5-star ratings.
- Inventory & Supply Chain Management: Coordinated comprehensive property stocking, maintenance, and upgrades to ensure premium guest experience across all properties.
- Revenue Optimization: Implemented dynamic pricing strategies based on seasonal demand, local events, and market conditions to maximize rental income.

Worship Arts Director

The Crossing Church

2017-2022

- Multi-Campus Leadership: Directed comprehensive worship ministry across 4 campuses, effectively managing and coordinating approximately 100 staff and volunteers to ensure cohesive worship experiences.
- Talent Development & Discipleship: Cultivated a thriving worship culture through intentional discipleship and weekly band/vocal rehearsals, resulting in spiritual growth and improved musical excellence.
- Strategic Worship Planning: Selected and arranged music for weekly services and special events, ensuring theological alignment and creating engaging worship environments.
- Large-Scale Event Production: Assisted in the planning and execution of major church events including Easter services, baptism celebrations, and Christmas productions, consistently delivering memorable experiences.
- Original Content Creation: Wrote and performed original music and arrangements that authentically represented the church's unique voice and resonated with the congregation.
- Staff Spiritual Formation: Led and designed monthly staff chapel experiences, fostering spiritual community and renewal among church leadership team.

Social Media Specialist

Vantage Credit Union

2014-2017

- Strategic Content Development: Created and implemented comprehensive social media strategy across Facebook, Twitter, and Instagram, delivering financial literacy and credit union-specific content that increased engagement and enhanced brand reputation.
- High-Volume Content Production: Generated 3 weekly blog posts on banking and financial literacy topics, establishing the credit union as a trusted educational resource while driving website traffic and member acquisition.
- Community Engagement Management: Fostered meaningful interactions with local and national banking/credit union communities, resulting in expanded network connections and industry visibility.