

KENNY DESHIELDS

SOCIAL MEDIA MANAGER | CONTENT STRATEGIST | BRAND STORYTELLER

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PROFESSIONAL SUMMARY

Social Media Manager with 6+ years of experience building and executing content strategies that grow audiences, increase engagement, and convert followers into customers. Proven track record managing multi-platform brand voice, short-form video, and community engagement across finance, real estate, hospitality, and personal-brand sectors — with consistent results including 30-50%+ engagement growth and 40%+ increases in inbound leads. Combines an in-house corporate foundation with hands-on entrepreneurial ownership of full social strategy, from content calendars to performance reporting.

CORE COMPETENCIES

Strategy & Growth: Social Media Strategy • Content Calendar Management • Audience Growth • Campaign Execution

Content: Short-Form Video (Reels/TikTok) • Copywriting • Brand Voice Development • Visual Storytelling

Performance: Analytics & Performance Tracking • Engagement Optimization • Community Management

Relationships: Client & Stakeholder Communication • Influencer & Local Partnerships • Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Founder & Lead Social Media Strategist / *Awe & Wonder Studio* 2022 – Present

Own end-to-end social media strategy for a portfolio of small-business and personal-brand clients — content planning, production, publishing, community management, and reporting.

- **On the Spot Cleans:** Built social strategy from the ground up, driving a 3-5x increase in engagement and 40%+ growth in inbound leads through short-form video reaching 5K-10K+ views per post.
- **Zoe Life Properties (short-term rental/real estate):** Increased listing engagement 30%+ through curated lifestyle content and platform optimization, directly supporting booking conversion.
- **#WeLoveLocal Series:** Created and curate a community-focused content series generating 2K-15K+ views per reel; secured cross-promotional partnerships with local businesses.
- Manage client relationships and expectations directly, translating business goals into content strategy and measurable outcomes.

Social Media Strategist & Brand Developer / *The Real Love Project* 2020 – Present

- Built and executed social strategy and brand identity from scratch for an independent music/personal brand, increasing audience engagement 50%+.
- Produced campaign-based content supporting music releases, strengthening fan connection through consistent storytelling.

Worship Arts Director / *The Crossing Church* 2017 – 2022

- **Content Creation:** Wrote and performed original music and arrangements representing the organization's brand voice, delivered to a multi-thousand-person weekly audience across 4 campuses.
- **Team Leadership:** Directed and coordinated a team of approximately 100 staff and volunteers, managing rehearsals, scheduling, and cross-campus communication to deliver a consistent experience.

- **Event Production:** Led planning and execution of large-scale events (Easter services, Christmas productions, baptism celebrations), managing timelines and stakeholder coordination.
- Designed and led monthly staff development programming, strengthening team culture and cross-functional communication.

Social Media Specialist | *Vantage Credit Union* 2014 – 2017

- Managed multi-platform content strategy for a financial institution, contributing to significant growth in member engagement.
- Produced weekly content campaigns reaching thousands of members per post; strengthened community partnerships through digital campaigns.

EDUCATION

Bachelor of Science in Sales & Marketing

Tuskegee University

TOOLS & PLATFORMS

Instagram • Facebook • TikTok • Canva • CapCut • Meta Business Suite • Hootsuite • Analytics Tools

KEY IMPACT

- Consistently creates content reaching thousands to tens of thousands organically
- Proven ability to turn social media into a lead-generation and revenue driver
- Strong track record of community-focused brand growth and engagement
- Blends creativity with strategy to deliver measurable business results