

Kain Lee McHale

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SKILLS

Digital Marketing • Adobe Creative Cloud Proficiency • SEO • Google Analytics • Content Creation • Video Production • Graphic Design • Social Media Management • Website Design • Event Planning • Copywriting • Photography • Project Management • Client Communication • Creative Strategy Deployment

PROFESSIONAL EXPERIENCE

Feb 22 - Dec 23: Alvarium Talent **Digital Media and Marketing Consultant**

- **Social Media Management and Graphic Design:**
Developed and executed social media strategies, fostering increased engagement and brand visibility. Designed graphics, copy and campaigns that effectively communicated brand messaging and resonated with the target audience. Increased follower count on main page by 500% in under 2 years.
- **Produced and Distributed “A Returner’s Guide to Returning to Consulting”:**
Created a guide for returning individuals showcasing content creation and distribution merit. Achieved a 150% increase in website engagement during delivery of project.
- **Oversaw the creation of Alvarium Talent’s new website:**
Led the end-to-end process of creating a new website, ensuring a user-friendly interface and cohesive brand representation. Maintained and developed updates as ongoing project.
- **Brand Refresh:**
Initiated and executed a brand refresh, modernising visual elements and brand messaging to ensure alignment with current market trends. Successfully implemented the refreshed brand across various touchpoints, maintaining brand consistency and relevance across relevant channels.
- **Oversaw Video Production Projects:**
Took charge of video production projects, from concept to execution, ensuring high-quality and impactful visual content. Collaborated with internal teams and external partners, enhancing the company’s video portfolio and storytelling capabilities.
- **Client collaboration:**
Collaborated directly with AT clients on video projects and collaborative marketing, ensuring alignment with their vision and objectives. Managed all aspects of the project, from conceptualisation to execution, resulting in successful and client-approved deliverables.

FREELANCE

- **May 21 - Sep 21: 383 Project/Canvas Conference **Market Research Consultant****
Developed an expansion strategy for the in-person product marketing conference brand “Canvas”. Conducted market and competitor analysis, gathered audience insights, and created a freemium subscription service blueprint, included in the brand’s expansion plan.
- **Ad Hoc - 2023: Cleanse My Mind **Videographer and Design Consultant****
Worked with upstart lifestyle management and counselling business on the production of, graphics, logos, video testimonials and web design.
- **Ad Hoc - 2020: Stitch & Slasher **Graphic designer****
Created graphical content for an independent t-shirt company, including logo, social media-optimised graphics, software selection and training.
- **Feb 13 - Aug 16: PWL (Pro Wrestling Live) **Videographer and Media Specialist****
Recorded and edited captivating live sports events and on-screen graphics, collaborating seamlessly with performers to elevate the viewer experience. Produced promotional material, Showcased on Local TV

EDUCATION & QUALIFICATIONS

- **Sep 20 - Sep 21: Birmingham City University: MA Future Media **Distinction 1:1 with Honours****
- **Sep 16 - Jul 19: University of Winchester: BA Film Production **Upper Second-Class Honors (2:1)****
- **Aug 17 - Dec 17: Nagoya University of Foreign Studies [Japanese scholarship]: Business [A] • Art [A+] • Culture [A] • History [A] • Media [A] • Advertising [A+]**