

Kevin Roberston

(404)792-1938 • Kevin.level178@gmail.com LinkedIn: <http://linkedin.com/in/kevin-robertson-jr-18b07729a> Portfolio: <https://kevinrobertsonjr.com>

ABOUT ME:

Creative and detail-oriented Freelance Media Designer and Photographer with a strong passion for visual storytelling and brand development. Experienced in capturing high-quality images and producing engaging digital content for athletes, models, and personal brands. Skilled in photo editing, multimedia design, and client collaboration to deliver impactful visuals that elevate brand identity and audience engagement. Passionate about transforming retail environments into destination experiences that foster customer loyalty and long-term engagement.

KEY COMPETENCIES

- Social Media Management (Instagram, Facebook, TikTok)
- Content Creation & Campaign Planning
- Graphic Design (Adobe Creative Suite, Canva, Photoshop)
- Photography & Video Production
- Photo Retouching & Color Grading
- Social Media Content Creation
- Community Engagement
- Strong interpersonal skills
- Consumer & Brand Experiences
- Exceptional organizational skills

PROFESSIONAL EXPERIENCE

Freelance Media Designer & Photographer

Oct 2022 - Present

- Capture high-quality images for athletes, models, and creatives for branding, social media, and promotional use.
- Plan and execute photoshoots including location scouting, lighting setup, and creative direction.
- Edit and retouch photos using Adobe Lightroom and Photoshop to produce professional-grade content.
- Collaborate directly with clients to understand their vision and deliver customized visual content

Miles College TV and Milean Lab

Oct 2022 - May 2025

Multimedia Director

- Designed logos for college tv stations, and content for visual events.
- Produced graphics and motion designs for televised programming and social media marketing.
- Collaborated with production teams to align visual content with event themes and messaging.

Ross

May 2024 - June 2026

Stock Associate

- Developed marketing calendars aligned with key retail moments and consumer shopping behaviors.
- Executed local marketing strategies that strengthened community relationships and increased store awareness.
- Developed enterprise retail marketing strategies that increased store traffic, customer engagement, and sales across multiple retail locations.

Hobby Lobby

May 2023 - July 2023

Sales Associate

- Provided excellent customer service by assisting shoppers, answering questions, and offering product recommendations.
- Worked collaboratively with team members to ensure smooth store operations and a positive shopping environment.

Home Depot

May 2022 - July 2022

Tools Associate

- Maintained and organized the tool rental department, ensuring equipment was clean, functional, and ready for use.
- Collaborated with team members to meet daily operational goals and enhance customer satisfaction.
- Supported brand storytelling across retail, digital, social, and community channels.

EDUCATION & CERTIFICATIONS

Miles College - Bachelor of Arts

Majors: Communication with a concentration in Graphic Design

Hubspot Certifications:

Digital and Social Media Marketing certification

EXTRACURRICULAR ACTIVITIES

Member, Fall '23 Initiate

Omega Psi Phi Fraternity Inc. Eta Epsilon Chapter Editor

Member, Fall '24 Inducte

Kappa Chapter of Chi Alpha Sigma

Member, Spring '25 Inducte

Lambda Pi Eta National Communications Honor Society