

K.J. Roelke

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Relocating to Dallas in July 2021

SUMMARY

Highly adaptable jack-of-all-trades creative with a passion for great user experience for all parties involved. Strong communicator with experience leading cross-departmental teams (including volunteers) to execute complex, multifaceted creative projects and a history of creating and improving workflows that speed up processes and reduce headaches.

SKILLS

- Project Management & Leadership
- Research & Analysis
- Training & Coaching
- Marketing & Advertising
- Multimedia Content Creation (audio, video and graphic design)
- Effective Collaboration
- Web Development (HTML, CSS, JS, Wordpress)
- Trello, Slack, G Suite, Google Analytics
- Adobe Premiere, After Effects, XD, Photoshop, Illustrator

EXPERIENCE

Worship & Creative Director, Schweitzer United Methodist Church (*Jun 2015 – Present*)

- Recruit and coach worship team members of all skill levels for all modern and special worship events to perform live music and record worship albums and music videos.
- Formed and lead the creative team to write original videos, create short films and audiobooks.
- Established the current project management system for the Communications team by utilizing tools like Trello and Slack and processes like Agile workflows and UX Design.
- Transformed organizational communication by researching the biggest roadblocks, the right tools to eliminate them, and creating training videos and documents for instruction and reference.

Just Like Media, Remote (*Jun 2020 – Present*)

Co-Host and Producer of *The Janchi Show Podcast*, (*Aug 2020 – Present*)

- Built highly automated system for on-boarding guests and spreading responsibility across teammates.
- Elevated the production and reduced cost by composing the show music and editing, mixing and mastering each episode.
- Solidified brand identity by collaborating with fellow creatives to design episode art, website UI, Youtube intro sequence and lower thirds.
- Pioneered community engagement with cohosts by crafting social media strategies across website, Facebook, Instagram and Clubhouse.

Web Developer (*Jun 2020 – Present*)

- Established website UI by extrapolating design based on logo to create full, beautiful websites.
- Integrated Google Analytics/Search Console, Newsletter Opt-Ins, and other third-party resources without sacrificing page speed or design quality.
- Optimized each site for search engines, security and global delivery to devices of all sizes.

Content Continues...

Branding Consultant & Web Developer, Mission Kenya (*Apr 2016 – Apr 2017*)

- Collaborated with the founders and board of directors to rebrand the organization from “Bridges International Development” to “Mission Kenya.”
- Amplified the rebrand by designing a new logo, creating a new website, and producing an announcement video for social media about the brand transition.

Media Intern, Pioneer Bible Translators (*May 2014 – Aug 2014*)

- Constructed robust media catalog of analog and digital footage by researching and implementing best practices for video stored on shared drives.
- Utilized Adobe Bridge, Lightroom and Premiere to maximize keywords and search ability for archival footage.
- Assisted graphic designers with the development of microsites and landing pages.

Youth Intern, First United Methodist Church of Carrollton (*May 2013 – Aug 2013*)

- Cared for the youth’s spiritual growth by preparing weekly lessons and events while the church searched for a new Youth Pastor.
- Crafted a summer camp experience with a team of interns and parent volunteers by planning events, coordinating with worship team and parent volunteers, producing promotional videos and flyers and communicating regularly with staff.
- Trained new worship leaders from amongst the youth group to lead their peers as both worshippers and musicians.

Teacher’s Assistant, Greenville College (*Aug 2012 – May 2015*)

- Optimized and enhanced jury grading system by making the process digital and automated.
- Enhanced archival system of student performance videos for storage by editing and transcoding videos and creating a redundant system of analog and digital storage.
- Provided IT assistance to the music department as needed.

EDUCATION

Greenville College — B.S. Worship Arts, 2015