

BAILEY KUHN

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PROFESSIONAL SUMMARIES

X bio

Communication professional specializing in digital storytelling through quality-focused and engaging content across all major social platforms.

Short Bio

Driven communication professional, concentrated in digital media production, integrated marketing, and sports management. Skilled in visual storytelling through graphics, videography, photography, and editing, with the ability to market content effectively across all social media channels.

Medium Bio

Young communication professional developing content to promote engagement, increase brand awareness, and execute visual storytelling across social media platforms, including TikTok, Instagram, X, and Facebook. Skills include various forms of multimedia, including graphic design, videography, photography, and editing. I have a strong passion for improving experiences at sports games and live entertainment through digital media to increase fan engagement, connect with audiences, and provide memorable experiences.

Long Bio

I am a young communication professional concentrated in digital media production, integrated marketing, and sports management. I specialize in creating digital content, including video, photos, graphics, and illustrations for social media. I am proficient in Adobe Creative Suite, including Photoshop, Illustrator, and Premiere Pro. I consistently stay up to date with evolving social media trends and the ability to market content effectively. As a coachable, organized individual, I am confident I can produce high-quality work that I am passionate about.

I enjoy the sports and live entertainment industries, where I can apply my skills while continuing to grow professionally. I strive to create digital content that entertains and creates meaningful memories for fans and audiences. I have worked with the Pittsburgh Penguins, where I gained hands-on experience operating video cameras to capture footage for editing, as well as collaborating and attending events as part of a team. I am also working as a marketing assistant at Studio77, where I have produced and managed all social content, using a content calendar and social media automation tools to ensure timely and efficient posting. I bring my creativity to all projects in the ever-growing digital media and live entertainment fields.



DRIVEN

DIGITAL STORYTELLER

QUALITY-FOCUSED

TYPEFACES

PRIMARY

Avenir Next

Headings, 15 point - Bold

Letter Spacing 171

Subheadings, 15 point - Bold

Body Text, 12 point - Regular

Contact Info, 12 point - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#%&

SECONDARY

Benton Modern D

Name, 55 point - Semibold

Wordmarks, 19 point - Semibold

Letter Spacing 171

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#%&

COLOR SET & RATIONALE

This palette reflects my personal brand as reliable, open-minded, and observant. These minimalist colors are sophisticated, grounded, and versatile, reflecting who I am as a brand. I wanted to include both warm and cool tones because I admire a little bit of everything within my skills. The white represents a sense of openness, where I can be open-minded and express my creativity. The brown shades reflect earthy tones and, in my mind, stability. The lighter shades represent balance and lightness within my brand, allowing me to stay focused and well-rounded. The espresso brown and dark olive green adds contrast and depth to my brand, allowing me to take pride in the skills I have acquired. These colors also represent how hard I have worked to get to where I am.



#635851

RGB: 99/88/82

CMYK: 56.06/56.28/59.58/30.4



#baafa5

RGB: 186/175/165

CMYK: 28.36/27.35/32.42/0



#474a2d

RGB: 71/74/45

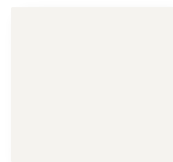
CMYK: 64.01/49.63/88.19/46.09



#936953

RGB: 146/105/82

CMYK: 36.4/57.03/67.44/17.65



#f4f0ec

RGB: 244/240/236

CMYK: 3.06/3.57/4.87/0



#231f20

RGB: 35/31/32

CMYK: 0/0/0/100

WORDMARKS & LOGO

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