

# DEONARINE “KENNY” DEOLALL

MARKETING SPECIALIST, DATA ENTHUSIAST, DIGITAL ARTIST

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## EXPERIENCE

### Clean Slate Mates

*Marketing and Data Consultant*  
(January 2021 Present)

- Lead market research and design coordination for marketing campaigns and materials
- Created and maintain system for data gathering, cleaning, and storage for future decisions
- Decreased cleaner cancellations by 95%, resulting in positive client feedback and higher than expected client retention
- Designed a low-fidelity mockup based on user research and future operational goals

### The Weeks Lerman Group

*Director of Marketing/B-to-B Coordinator*  
(November 2019 - May 2020)

- Managed website, online store promotions, and social media
- Created seasonal and event marketing campaigns
- Coordinated company and client events
- Answered B2B request for proposals leading to three new business accounts and 38% increase in related department profits
- Researched B2B user experience and user interface advantages to secure a \$20k project budget
- Designed high-fidelity mockups of company website redesign and coordinated between management and clients for design feedback
- Used JavaScript and Python to create custom user interface elements to benefit sales and customer service department operations
- Oversaw two freelance designers and four sales personnel in designing and reiterating project details and implementation

### Felicia Singh 2021 - Queens, NY District 32 City Council

*Communications Officer/Graphic Designer/Marketing Coordinator*  
(August 2019 - January 2020)

- Designed campaign branding and communication materials
- Created website high-fidelity mockups and managed CMS content
- Wrote marketing literature resulting in an increase of target demographic mobilization

## EDUCATION

### CUNY College of Staten Island

Bachelor of Business Administration  
*Specialization in Marketing & Market Research*

## KEY SKILLS

- PRODUCT ANALYSIS
- PROJECT MANAGEMENT
- DATA EXPLORATION
- SOCIAL MEDIA MANAGEMENT
- B2B COORDINATION

## TECHNICAL SKILLS

- GOOGLE ANALYTICS
- ADOBE SUITE
- PYTHON
- SQL
- UX DESIGN
- TABLEAU

## CERTIFICATIONS

- IBM DATA SCIENCE
- GOOGLE DATA ANALYTICS
- DATA CAMP, DATA ANALYST
  - PYTHON
  - SQL
- CAREERFOUNDRY, UX FUNDAMENTALS AND IMMERSION

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## **Options Group**

Market Researcher/Graphic Designer

(March 2018 - July 2019)

- Led new product development of a university recruitment initiative called OG Scholar
  - Used quantitative research to identify student needs & develop student offerings
  - Used qualitative research to understand the recruitment process & recruiter needs
  - Created new relationships with faculty and student organizations – increased recruitment pool of top tier, fintech centered student candidates by ~65% in six months
- Re-designed Options Group product literature, marketing materials, digital icons, and product logos in Adobe Illustrator, Photoshop, and InDesign
- Created holiday and event posters for company-wide events, including International Women's Day 2019 campaign promotion and graphics

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## **ADDITIONAL EXPERIENCE**

### **Newport Credentialing NSLIJ Health System**

Market Researcher/Project Specialist

(September 2017 - March 2018)

- Creation of a FAQ system to instruct new hires and alleviated reporting errors by ~15%

### **Buffalo Dental Manufacturing**

Product Specialist

(July 2016 - August 2017)

- Assisted in the research and implementation of marginal prices increases for 8 countrywide University organizations and 4 government military institutions

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## **REFERENCES**

[Available upon request.]