

KENDEL HAMMOCK

AV Coordinator/Media Specialist

I am a dynamic AV/media coordinator with a proven track record in managing complex projects and enhancing community engagement at New Hope AME Church. I have demonstrated expertise in multimedia production, strategic planning, and leading successful events. My strong problem-solving abilities and commitment to excellence drive impactful results. I am seeking to leverage my skills to further community initiatives and optimize project outcomes. I am an innovative entry professional in media technology management, known for high productivity and efficient task completion. Skilled in video production, live broadcast operations, and multimedia content creation. I excel at leadership, communication, and working in a high-pressure deadline driven environment, demonstrated during my time as sprint captain on the men's track and field team at Michigan State balancing my academic workload with a 20-40 hour week athletic schedule. I am someone who enjoys breaking down complex projects with peers, as it strengthens team collaboration and trust between one another. Skilled in adapting quickly to new technologies to drive successful outcomes in fast-paced environments, I am seeking entry/junior level positions where I can act as a sponge absorbing knowledge and applying constructive feedback to effectively contribute to the team.

EXPERIENCE

Waldorf, MD, USA

Jun 2024 - Present

AV Coordinator/Media Specialist

NEW HOPE AME CHURCH

- I prepare all external communication deliverables, including onscreen text and effects for live streams, enhancing viewer interaction through dynamic visuals and captions. (Wirecast, OBS)
- Design and maintain digital signage, church online image, social media posts, video captions. (Adobe express, Adobe Photoshop, Instagram, Facebook)
- I'm responsible for Configuring and operating IP streaming video codecs using unicast and multicast protocols for IntraLAN environments, delivering 50 live church services annually with 99.7% stream uptime via Wirecast.
- Install, configure, and maintain complex audio and visual streaming services, supporting seamless live broadcasts and on-demand viewing on YouTube for 1,00 monthly viewers.
- I routinely design and maintain digital signage infrastructure across the church, managing 5 displays to promote events and services (weekly bible study, fish fry, safe night, holiday events), increasing visitor engagement. (Zoom, Facebook live)
- Throughout the week I track and analyze viewership and account traffic (Instagram, Facebook, YouTube) to generate monthly reports in an effort to make recommendations on how to enhance viewer interaction.
- I'm responsible for Identifying and resolving network and account issues prior to service, reducing streaming interruptions to below 1% through proactive troubleshooting.
- I provide live support to online viewers, troubleshooting issues via email and direct messaging, to ensure uninterrupted access for over 500 concurrent viewers per service.
- I've coordinated 15+ complex audio and video live streaming events, integrating additional inputs including laptops and cameras, delivering 1080p streams with zero dropped frames for audiences up to 2,000.
- During the week I collaborate with the sound ministry to produce engaging services, utilizing Panasonic PTZ cameras for multi-angle shots and utilize Adobe premiere pro for post-production, improving stream quality for events.
- I'm responsible for ensuring 100% accessibility compliance for live and on-demand church services.
- I provide custom video feeds for ad-hoc external displays, including church front, children's church room, and fellowship hall, for special events, enhancing attendee experience and inquiries. (Capcut)
- From 2020-2023 I held this position as an unpaid summer intern under supervision, working only on Sundays.
- I have familiarity with the following video streaming/editing software's: Wirecast, Xsplit, OBS, Microsoft Teams, Zoom, Rev, Capcut, Adobe creative suite, Discord, Twitch, Instagram live Facebook live, YouTube live.

Waldorf, MD, USA

Jun 2024 - Present

Assistant Treasurer

NEW HOPE AME CHURCH

- I am proficient in budgeting, financial reporting, and maintaining accurate financial records for church operations. (Microsoft Excel)
- I have prepared financial reports for church leadership meetings, providing clear and transparent financial information. (Microsoft Excel, Powerpoint)
- I ensure accurate logging of tithes and offerings using the Realm Software.
- I count cash tithes accurately, using counting machines or manual methods, as needed.
- I ensure secure handling and transportation of collected cash to the finance office.
- I identify opportunities for cost savings through analyzing current processes under the supervision of the church treasurer.
- I am skilled in managing donations and fundraising efforts to support church programs and community outreach. (Microsoft Excel)

Waldorf, MD, USA

Jun 2024 - Present

Project Lead

NEW HOPE AME CHURCH

- I Led the annual Good Friday fish fry event serving over 150 attendees, leading a team of 15 volunteers to manage all aspects of planning and execution. Coordinated logistics, including food procurement, vendor relations, and site setup, while maintaining a reasonable budget. I Proactively communicated with church leadership and attendees to create a seamless event that strengthened community engagement and received positive feedback for its organization and impact.
- I Directed the upgrade of the church's security infrastructure, managing a \$3000 project to install high-resolution cameras across the facility. Researched and selected a local vendor, and oversaw installation and testing, safety standards were met, minimizing disruptions to church operations. Completing the project on time and within budget.
- I was responsible for training security staff on system operation, enhancing safety protocols and operational efficiency for a 200-member congregation.
- I oversaw the installation of new signage digital/traditional, ensuring compliance with local regulations and alignment with the church leadership's branding.
- I successfully managed multiple repair projects, including roofing, and structural maintenance, coordinating with contractors to address issues for a 2173-square-foot facility. Developed project timelines, monitored budgets, and ensured safety standards were met.

East Lansing, Mi

Jan 2021 - May 2024

Spartan Fund Leadership

Michigan State Athletics

- I actively networked with Spartan Fund donors at events, creating lasting relationships, expressing gratitude for their support of Michigan State. Athletics
- I Served as an ambassador for the Men's track team, showcasing the values, discipline, and spirit of spartan athletics to supporters and donors.
- I often shared compelling personal, academic, and athletic narratives highlighting how donor contributions directly impact our success as student athletes.
- I contributed to the success of donor events through participation in speaking engagements, panel discussions, meet and greets.

East lansing, MI

Jan 2020 - May 2024

Sprint/hurdles Team Captain

Michigan State Athletics

- As a team captain, I have developed strong leadership skills that inspire my teammates to excel both on and off the field.
- Balance a full academic course load and a rigorous 20-40 hour weekly athletic schedule.
- Earned a full scholarship for Men's Track and field based on academic and athletic performance.
- I have effectively balanced rigorous academic demands with the high-performance expectations of collegiate athletics.
- Through community service initiatives, I have demonstrated a commitment to giving back and enhancing the reputation of Michigan State Track and field.
- I have gained extensive experience in coaching younger athletes, which has refined my mentorship skills and reinforced my understanding of being a leader.
- 2023 Big Ten 400 Hurdles Finalist.
- 2023 Indoor Big Ten 4x4 Finalist.
- 2023 NCAA First-Round 400 Hurdles Qualifier.

East Lansing, MI

Sep 2020 - May 2024

Student Athlete Advisory Committee Men's Track Representative

Michigan State Athletics

- I was responsible for representing student-athletes in the development of campus athletics department policies.
- I facilitated the communications between the Committee and my team members.
- I served as an ambassador representing the university at various events including fundraisers or promotional appearances.
- I collaborated with fellow committee members to identify issues involving university teams and make recommendations to the athletic directors.
- I regularly met with coaching staff and administration to address student athlete concerns and implement positive changes in our program.
- I actively promoted a culture of inclusivity and support within the athletic community, ensuring every student athlete feels valued and heard.

East Lansing, Mi

Jul 2022 - Oct 2022

Front Office Rotational

KELLOGG HOTEL and CONFERENCE CENTER

- I became confident with building rapport with guests and ensuring their needs are met promptly and effectively.
- I was responsible for assisting guests at the front desk with all reservations and hotel-related questions.
- I was responsible for accurately entering guest information into the Opera PMS software, ensuring complete confidentiality upon receiving and entering guest billing and personal information.
- I regularly communicated with current and previous guests using the KIPSU software, maintaining respect and courtesy.
- I gained experience working collaboratively with team members to ensure smooth daily operations and maintain high service standards.
- I demonstrated the ability to adapt quickly to new challenges and learn various roles within the hotel operations.
- I was committed to upholding the brand's reputation for excellence in customer service and guest relations.
- I learned the skills of a dedicated hospitality professional with strong communication skills and a passion for delivering exceptional guest experiences.

East lansing, MI

Mar 2020 - Mar 2021

MSU Covid-19 Return to Campus Committee Mens Track Representative

Michigan State Athletics

- The goal of the committee was to collaborate with university leadership and other sports team leaders to develop ways for student athletes and staff to return to a safe environment following the Covid pandemic.
- Through engagement with student-athletes, I gathered feedback to inform committee decisions and enhance the campus experience.
- I gained valuable leadership experience in collaborating within committees to develop strategies that promote health protocols and guidelines.
- I became proficient in analyzing data and trends to support evidence-based decision-making for a safe return to campus.

North Springfield, Va

Jun 2020 - Aug 2020

Warehouse Associate

AMAZON LOGISTICS

- I consistently arrived at the warehouse early to ensure I was able to receive my assignment for the shift and be at my workstation on time.
- I regularly prepared customer orders in a fast-paced environment, ensuring accurate fulfillment of orders ranging from small, single-item orders to complex, multi-item orders.
- Worked with team members to ensure that work was accomplished in a timely manner, and in accordance with posted Amazon safety, warehouse safety, and OSHA rules and guidelines.

EDUCATION

East Lansing,MI

Aug 2023 - May 2024

Graduate Certification in Serious Game Design and User Research

Michigan State University

- Relevant Coursework- Theories of Interaction design, Understanding Users, Foundations of serious games, Serious game design and research, Career and Professional Development.
- GPA: 3.41 of a maximum 4.0
- Awarded Athletic Scholarship
- Research Projects/Papers available upon request**
- Research Project: Design Analysis Project TeamWorks App (Sports org software)
- Research Project: Interactive Media Prototype/Design Research Report (Task Master)
- Research Project: Grade School Museum Activity developed (Mystery Meteorite)
- Design tools used: Figma, Wix, Adobe XD, Canva

East Lansing, MI

Aug 2019 - May 2023

BACHELOR'S COMMUNICATION MEDIA AND INFORMATION

Michigan State University

- All relevant coursework is reflected in my transcripts which are available upon request.**
- Media relevant coursework: Networks Markets and Society, Information and Society, Media Design, Bringing Media to Market, Media Sketching and Graphics, Media and Information management. (Adobe InDesign, Photoshop, Premier 3d)
- Game/interactive design relevant coursework: Game Interface Design, Esports Broadcasting, Games and Interactivity, Understanding Virtual Reality. (OBS, Twitch, Unity engine, C#)
- Business Admin relevant coursework: Statistical methods, Microeconomics, Intro to finance, Intro to Accounting (Microsoft Excel)
- Personal development relevant coursework: Student leadership Training, Career and professional development, Navigating Another Culture, Diversity and change in US, Culture(health and illness, Society and the Individual(Microsoft Word, PowerPoint, Excel,)
- GPA: 3.11 of a maximum 4.0
- Awarded Athletic Scholarship
- Microsoft Office Suite proficient
- Adobe Creative Suite proficient
- Working Knowledge of HTML, CSS, SQL, C#

CONTACT INFORMATION

Email

hammockk@msu.edu

Address

Waldorf, Maryland

Phone

2404190213

SKILLS

- Leadership
- Time management abilities
- Innovation
- Multimedia production
- Microsoft Office
- Organizational skills
- Continuous improvement
- Live streaming / Broadcasting
- Excellent written and verbal communication
- Digital / Traditional Signage
- Documentation and digital writing
- Cross-functional collaboration support
- Game design principles
- Critical thinking skills
- Adaptability
- AV issue resolution
- UI and UX design
- Wireless technologies
- System troubleshooting
- Project management
- Self Motivated
- Adobe Creative Suite
- Video Editing
- Effective communication
- Strategic Communication
- Storytelling
- Strategic planning
- Driven
- Problem-solving
- eSports broadcasting
- Camera operation
- Webcasting platforms
- Content management
- Signal flow
- Usability testing
- User empathy
- Google suite mastery
- Accessibility testing
- Audio visual installation
- Quantitative analysis expertise
- Qualitative research
- Color theory
- Prototyping and iteration
- TCP/IP Networking
- Interaction design
- Design thinking
- Computer hardware assembly
- Wireframing
- Persona development
- Technical support
- Journey mapping
- Customer service
- Collaborative design
- Communication
- Teamwork

LANGUAGES

English

Native