

KENNETH DAVID LEE

Media, **Amplified by AI.**

CREATIVE · STRATEGIST · BUILDER · 20+ YEARS

★ SUMMARY

Communications and digital operations leader with 20 years spanning brand strategy, content, video and livestream production, web and app development, and **AI workflow design**. Currently directs communications for two ministry organizations with global reach while running a consulting practice serving small businesses and nonprofits. Advanced AI practitioner: designs and ships production workflows built on large language models, agent frameworks, and no-code platforms, connecting CRMs, content systems, and communication channels into automated pipelines. Equally at home directing the brand, producing the broadcast, or building the system that **runs both**.

★ EXPERIENCE

01 Founder & Principal Consultant

2025 – PRESENT

Kinetic Communication Solutions

- ★ Founded a multidisciplinary consulting practice delivering communications strategy, brand identity, video production, web and app development, AV consulting, and AI workflow design for small businesses and nonprofits.
- ★ Design and launch client websites and web applications on no-code and AI-assisted platforms, including e-commerce, lead capture, and booking systems with automated email and notification pipelines.
- ★ Build AI-assisted marketing operations for clients: automated content calendars, social scheduling, lead routing to team channels, and reporting workflows.

02 Director of Communications

2025 – PRESENT

Church Life Global

- ★ Launched the organization's brand identity from inception and built the communications app infrastructure serving members worldwide.
- ★ Facilitate communications across 31 prayer networks, including a 24/7 rotating prayer calendar coordinated across dozens of partner churches.
- ★ Founded the Kingdom Commerce Coalition, a marketplace ministry initiative with its own brand, website, and communications stack.
- ★ Co-developing a ministry school in Huntsville, AL with a pastoral leadership role.

03 Director of Communications

2025 – PRES · CONSULTANT 2005 – 2025

Church Life Resources

- ★ Produced video curriculum supporting the organization's instructional programs across two decades of engagement.
- ★ Led design and rebuild of the organization's website across multiple generations; currently leading development of a proprietary web app suite.
- ★ Co-developed a Zoom-based virtual school, building the digital infrastructure for live remote instruction.
- ★ Created print, product, and conference graphics defining the organization's visual identity, and built its e-commerce and email marketing operations.

04 Group Manager (Freelance)

2024

StartPlaying.games

- ★ Directed online event programming, community engagement, and scheduled broadcasts for a global tabletop gaming platform.

05 Service Director

2023

Cascade Hills Church

- ★ Led the production team delivering multi-camera livestreams for every service and event; edited the church's weekly television program for broadcast TV.

06 Media and Communications Director

2022 – 2023

Griffin First Assembly of God

- ★ Led weekly worship livestream production and produced all church multimedia: presentations, event videos, announcement videos, graphics; directed church marketing across digital channels.

07 Director of Information, Technology & Systems

2019 – 2023

Christian Life School of Theology Global

- ★ Designed and built a cross-platform registration API: students registered once and enrollment propagated automatically across every connected platform in the school's ecosystem.
- ★ Co-built the school's learning management system from the ground up; produced and edited three years of video course curriculum through final LMS delivery.
- ★ Managed cloud platforms, integrations, and automated API workflows connecting registration, communications, and course delivery.

08 Marketing Manager

2014 – 2016

1cleanwater

- ★ Oversaw marketing, IT, and compliance for a water reclamation technology company; produced corporate video and managed web operations.

★ EARLIER

Graphic Designer — Church Life Resources All graphical, website, and video design; email newsletters; site launch. **2010 – 2014**
Celebration, FL.

Founder, Video Production — New Paradigm Media Video production company serving ministry clients: animation, reels, full-event coverage. **2010 – 2013**

Website Project Manager — Lightsite.tv Web design and project management. **2012 – 2013**

IT Specialist — Teen Challenge Georgia International Information technology. Stone Mountain, GA. **2010 – 2013**

Student Ministries Pastor — Evangel Community Church Weekly programming, volunteer teams; Fine Arts team competing at state and national level. **2007 – 2010**

★ CONCURRENT VENTURES

Founder & Lead HERO — SowEpic Ministry reaching gaming and convention communities through relational evangelism. **2023 – PRESENT**

Founding Pastor — Masterwork Ministry Center Planted and pastored an independent church in Columbus, GA; 0 to 150 in three years. **2017 – 2020**

★ EDUCATION

Bachelor of Science, Organizational Leadership Southeastern University, Lakeland, FL **2006**

★ THE TOOLKIT

AI & AUTOMATION	Large language model workflows (Claude, ChatGPT, Gemini); AI agent design and orchestration; prompt engineering; MCP (Model Context Protocol) integration; API and webhook automation; no-code/AI-assisted app development (Base44, Claude Code); AI-powered media generation (image, video, voice).
COMMUNICATIONS & MARKETING	Brand identity development; communications strategy; digital marketing; content strategy; copywriting; email marketing; social media management; campaign management; storytelling.
VIDEO & LIVE PRODUCTION	Multi-platform livestream production; multi-camera direction; video editing; animation; event production; audio production.
DESIGN, CONTENT & WEB	Graphic design (print, digital, conference); print and event collateral; web design and development; web app development; e-commerce (Shopify); SEO fundamentals; online community management.
SOFTWARE & TOOLS	Adobe Creative Suite (Premiere, Photoshop, Illustrator, After Effects, InDesign, Audition); Descript; OBS; ProPresenter; Notion; ClickUp; HubSpot; Canva; Shopify; WordPress; Squarespace; Mighty Networks; Slack; Zoom; Google Workspace; Microsoft Office.
LEADERSHIP & OPERATIONS	Team and volunteer leadership; project management; event and conference production; budget management; strategic planning; public speaking; teaching and curriculum development.

*** DAVID LEE * MULTIMEDIA & AI * BUILT TO SHIP, MADE TO LAST * DAVID LEE * MULTIMEDIA & AI ***