



# Kendall Massey

## Education



### Abilene Christian University - Abilene, TX

BS in Psychology, 1997 - 120 Hours in Arts

1997 Otis Elevator Internship / Computer Based Training + Marketing

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## Skills

- Re-branded over 25 companies with new logos, fonts + color palettes.
- Created numerous logos, websites, signage of all types, banners, digital ads, brochures, business cards + advertisements of all types.
- Vast experience in both digital and in print design.
- Led, organized and directed teams professionally for over 25 years.
- Directed + organized teams for over 50 live shows + events in addition to events at large + small churches, other conferences and house gatherings.
- Teacher in voice, guitar, music + digital audio.
- Teacher in classroom, small group and individual settings.

## Summary

- I have 25 years experience as a team leader, communicator, designer and event coordinator.
- Building successful relationships builds successful teams - I've built successful teams in every environment.
- People are your most important asset and resource. As a certified Life Coach, minister and counselor, I have a proven track record of caring for people.
- Communication is key to the growth of you, your people and your company.
- Developing people to see their potential and reach their dreams is what I've done everywhere I've been - I've mentored over 50 individuals.

## Recent Experience



### The Refuge

Architect of Worship + Creative Expression

February 2021 - Present

[www.TheRefuge.Live](http://www.TheRefuge.Live)

#### Team leader :

- Working with volunteers and staff, built and organized multiple teams — communicated with each weekly.
- Project lead for new facility. Designed and installed multiple new systems.
- Organized and planned multiple events.

#### Communications:

- Established all forms of church communication including phone lines, email (personal + weekly newsletter), weekly podcast, people management database + designed church app.



### The Foundry

Graphic Designer + Worship Leader Fry Road

May 2017 - February 2021

[www.FoundryChurch.org](http://www.FoundryChurch.org)

#### Worship Pastor//Team Lead :

- Transitioned church to streaming during the pandemic. Built a team within 1 week to seamless transition from in-person to remote services. — became new media team.
- Built and scheduled teams simultaneously for 2 venues — including worship & media.

#### Graphic Designer //Communications :

- Saved close to \$30,000 by transitioning to a new worship guide + printing process.
- Designed multiple logos, bulletins, business cards, connection cards, invitation cards, multiple banners and posters & websites for all parts of the church — keeping the look cohesive for both campuses.



### Black Shirt Productions

Owner //Engineer //Producer //Designer

July 2002 - Present

[www.BlackShirtProductions.com](http://www.BlackShirtProductions.com)

- Maintained all aspects of studio including: recording, mixing & mastering, billing and customer service.
- Served over 200 clients creating albums, demos, radio spots, singles and videos. Edited & Remixed custom audio for dance & karate competitions. Created original scores, designed sound effects and created foley for video.
- Branded multiple companies: designing logos, websites, business cards, letterhead, banners, brochures, CD & multimedia packaging, presentation folders, videos, signature pieces and creating cohesive brand identities.
- Built over 30 websites using Squarespace. Integrated branding and company identity into look and feel — an initial member of Squarespace Circle.

## Other Experience



**The Seraphim Project**  
Worshipper / Worship Leader

[www.TheSeraphimProject.com](http://www.TheSeraphimProject.com)  
July 2011 - February 2022

Created & developed worshipping communities at St. Christopher Episcopal, Mission24, The Foundry, The Refuge + Dominion Church - developing worshippers + leaders around the city of Houston + surrounding areas. Lead Worship at multiple churches in multiple denominations around the Houston, League City + Galveston areas.



**St Christopher's Episcopal Church**  
Contemporary Worship Leader

[www.StChrisChurch.org](http://www.StChrisChurch.org)  
May 2013 - December 2017

Lead & plan all contemporary worship services, work with liturgical leaders for special events, schedule all volunteers, organized Easter Morning SonRise worship with at least 4 other churches at Kemah Boardwalk. Rebranded church logo, fonts and colors.



**Mission24 - University of Houston & Rice U**  
Worship Director / Campus Missionary

[www.Mission-24.org](http://www.Mission-24.org)  
December 2013 - December 2015

Mentored students on the University of Houston and Rice University Campuses. Lead & planned all worship services and special events, redesigned the church's sound system to full digital audio, created and edited videos and music for Worship service & scheduled all volunteers. Organized events, communicated with each event team member and organized volunteers. Graphic Designer for flyers, business cards and brochures.



**Park Avenue Yarns**  
Graphic Designer / Marketing

[www.ParkAvenueYarns.com](http://www.ParkAvenueYarns.com)  
October 2014 - August 2015

Oversaw marketing and re-branding of Park Avenue Yarns. Designed multiple logos, T-Shirts, business cards, the new Rewards (PAY Back) system & cards, multiple banners and posters.



**Faith Assembly of God - League City, TX**  
Youth, Children's & Worship Pastor

[www.FaithAssemblyLC.org](http://www.FaithAssemblyLC.org)  
August 2009 - August 2012

Discipled and led youth group, directed the youth band, taught Sunday School, supervised camp & mission trips. Formed relationships & discipled students. Organized children's church, selected curriculum, redesigned the children's area & scheduled teachers. Lead & planned all worship services and special events, redesigned the church's sound system to digital audio, created and edited videos and music for Worship service and scheduled volunteers. Rebranded Faith Assembly, Faith Cowboy Church, youth = Childrens ministries. I designed multiple logos, bulletins, business cards, connection cards, invitation cards, multiple banners and posters & websites for all ministries of the church



**Abilene Christian University - Abilene, TX**  
Director of Student Productions

[www.ACU.edu](http://www.ACU.edu)  
August 2003 - June 2007

Directed the university's largest shows — involving over 1000 students performing & 10,000 attending — increasing Sing Song's ticket sales from \$108,000 to over \$145,000 in two years — the greatest increase in Sing Song's 57 years. Complete musical direction of each show which included directing individuals, small ensembles and large choruses, using Finale to create written arrangements, using ProTools & Digital Performer to create custom performance tracks for shows and coaching individual students vocally + instrumentally. Working with teams and individuals to coordinate lighting, sound, costuming, staging, music, vocals and dance/choreography. Branding (Designing logos and assisting in program design) and marketing each show under my direction which included creating cohesive themes and continuity between programs, tickets, and t-shirts. Building relationships with and resolving conflicts between students. This created effective community so a show would be a product of relationships with each other.



**Morning Light Media - Abilene, TX.**  
Studio Director / Composer / Digital Marketing

*No longer in operation*  
September 1998 - July 2002

Recorded, produced, billed all clients and maintained all aspects of Studio. Created logos, commercials, podcasts and brochures. Mixed & mastered albums and demos. Scored all videos and designed all sound for CBT & marketing.

## References

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