



PROFESSIONAL PROFILE

Mr. Carter McKinney is a Founder, CEO, and creative entrepreneur with 7+ years building a multi-division media and marketing institution in Bethlehem, Pennsylvania. Recognized by the U.S. Congress, Pennsylvania House of Representatives, and City of Bethlehem for entrepreneurship and community impact. Serving clients across Pennsylvania, New York, New Jersey, Delaware, Maryland, Virginia, and beyond.

EDUCATION & PROFESSIONAL DEVELOPMENT

Northampton Community College – Business Administration & Management *Bethlehem, PA | 2018 – 2019*
Follett Family Center for Innovation & Entrepreneurship – Startup Bootcamp Graduate

PROFESSIONAL EXPERIENCE

McKinney Media LLC | *Founder & Chief Executive Officer* *July 2021 – Present*
Bethlehem, Pennsylvania

- Mr. Carter McKinney leads a Pennsylvania-based full-service creative institution operating across five divisions: Visual Content (photography & videography), Marketing, McKinney Weddings, Events, and McKinney School of Media & Marketing
- Cultivate strategic partnerships with regional and national organizations including Morgan Stanley, Wind Creek Bethlehem, iHeartMedia, the NAACP, Penn State Lehigh Valley, and the Greater Lehigh Valley Chamber of Commerce
- Produce and host signature community events including Headshot Happy Hour, a recurring professional networking experience featuring civic and corporate sponsors with 100+ attendees per event
- Develop and administer the McKinney Media Fund, a philanthropic initiative supporting community investment, educational access, and creative workforce development across the Lehigh Valley
- Deliver educational media content reaching 50,000+ regional viewers through the McKinney School of Media & Marketing, with in-person workshops, courses, and immersive training for aspiring creators and entrepreneurs

Marketing Director (Contract) | *Grille 3501 & ZEST bar+grille* *June 2021 – June 2023*

- Directed full-scope marketing operations for two Lehigh Valley restaurant groups simultaneously, overseeing a combined annual budget exceeding \$100,000 across digital, print, billboard, SMS, and email platforms
- Produced daily photography, videography, graphic design, and social content; managed website, Google presence, and all vendor relationships

Christmas City Studio | *Photographer* *July 2018 – January 2019*

- Delivered 20,000+ studio and on-location portraits; managed client relations, scheduling, and post-production in a high-volume professional studio environment

PRESS, PUBLIC SERVICE & COMMUNITY RECOGNITION

Press, Media Coverage, and Awards: U.S. Congress | City of Bethlehem, PA | U.S. House of Representatives | Lehigh Valley Style Magazine | 69 News WFMZ | The Rising Sun Initiative | See more at www.mckinneymedia.co/press

Board Member | Black Wall Street Lehigh Valley | Host & Executive Producer - The Entrepreneurs Club Podcast

Speaker & Educator | McKinney School of Media & Marketing

SKILLS, COMPETENCIES & LANGUAGES

Business & Strategy: Strategic Planning, Revenue Modeling, Budget Management (\$100K+), Vendor Negotiation, Contract Administration, Workforce Development

Marketing & Communications: Brand Development, Social Media Management, Email & SMS Marketing, SEO/Google, Billboard & Print, Content Strategy, Public Relations, Event Marketing

Media Production: Commercial & Event Photography, Videography, Adobe Creative Suite, Final Cut Pro, Podcast Production, Studio & On-Location Direction

Leadership: Team Management, Board Governance, Public Speaking, Community Partnership Development, Government Relations, Mentorship, Public Relations, Team Building, DEI Training

Languages: English (Native - Fluent) | Spanish (Working Proficiency)