

KARLY KEIRSEY

GRAPHIC DESIGNER

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OBJECTIVE

Accomplished Graphic Designer with over twenty years of experience looking to help facilitate the achievement of your organization's strategic goals, utilizing my graphic design and multimedia skills.

EDUCATION

98-02 **Bowling Green State University** – BOWLING GREEN, OH

Bachelor of Science in Technology

Major: Visual Communications, Minor: Graphic Design, Specialization: Marketing

EXPERIENCE



mKreative – CLEVELAND, OH

5.11–Present

President/Creative Director

- Meet with clients to develop communication plans and assist with marketing/design needs
- Create and maintain websites, e-newsletters and social media for clients
- Design print materials: direct mailers, brochures, letterhead, business cards, flyers & invitations, etc.
- Logo/identity design
- Videography, event photography, corporate headshots

Ernst and Young (EY) – CLEVELAND, OH

7.17–10.17

Production Artist (Contractor, part-time)

- Supported fast-track jobs with less than 4-hour turnaround in InDesign, PowerPoint and Word; including, but not limited to brochures, ads, flyers, presentation decks, postcards, posters, banners, and meeting collateral.
- In-house photography for headshots

2.17–7.17

Production Artist (Contractor, full-time)

- Supported and designed high-level business development pursuits (5M+), with several wins
- Supported fast-track jobs with less than 4-hour turnaround in InDesign, PowerPoint and Word; including, but not limited to brochures, ads, flyers, presentation decks, postcards, posters, banners, and meeting collateral.
- In-house photography for headshots and events

Developers Diversified Realty (ddr) – BEACHWOOD, OH

3.08–5.11

Senior Graphic Designer

- Photo shoot direction for ads and company materials, photographed company events
- Developed new processes for yearly projects
- Video production for events and campaigns
- Managed digital signage for corporate office using Avelin, trained employees on software and usage
- Worked with a team of five designers to complete a yearly branding refresh of company materials
- Attended and worked at industry trade shows: set-up of booth, worked booth reception, event photography, and helped host company industry reception parties
- Redesigned and branded company Intranet, facilitated updates and training
- Assisted other departments throughout the company with communications needs

5.06–3.08

Graphic Designer

- Designed, updated, and managed collateral materials for properties
- Designed event collateral such as ads, posters, banners, flyers and invitations
- Created property & program logos
- Helped maintain up-to-date material for company web site
- Developed, designed and distributed e-communications such as e-newsletters and invitations
- Developed large presentations in PowerPoint format as well as templates for company-wide use
- Worked in a fast-paced environment while handling multiple projects at the same time

EXPERIENCE

Stevens Baron Communications, Inc. – CLEVELAND, OH (now Stevens Strategic Communications, Inc)

9.02–5.06

Associate Art Director

- Designed ad layouts, annual reports, brochures, sell sheets, catalogs, books, logos, posters, web design, trade show booth design, e-newsletters, e-surveys, event programs, media kits, multimedia CDs, POS materials and new product roll-out programs, direct client photo shoots
- Attended production meetings, strategic planning meetings and client meetings
- Collaborated with fellow employees to create brand identity systems for current and new clients

5.02–9.02

Graphic Designer/Co-op

- Designed ad layouts, brochures, sell sheets, catalogs, books, posters and event programs
- Prepared files for output and archiving

Marcus Thomas LLC – BEACHWOOD, OH

5.01–8.01

Creative/Studio Production Artist/Co-Op

- Created and revised jobs for major clients
- Prepared files and mounted jobs for presentations
- Assisted with various Public Relations and New Business promotions

American Greetings – CLEVELAND, OH

5.00–8.00

Graphics Technician/Co-Op

- Digital Finishings for graphic files using FreeHand and Adobe Acrobat 4
- Film Output with: Dolev 200/400, ScitexDolev 200/400, Linotronic 530
- Burned digital files onto CDs with Adaptec Toast 3.5.7 and Contex
- Used a colorimeter to verify consistency of color across proofs, calibrated printers when needed
- Used digital proofers: Dupont Digital Water, Iris 3047, Iris Realist, and LaserWriter to output proofs of cards

SOFTWARE

Use on a daily/regular basis:

Adobe InDesign CC
Adobe Photoshop CC
Adobe Illustrator CC
Adobe Acrobat Pro
Microsoft Office Suite
WordPress
Constant Contact
MailChimp

Use on occasion:

Adobe Lightroom CC
Adobe Premiere Pro CC
Basecamp
Sketch
Abstract

Used in the past:

Adobe Dreamweaver CC
GoDaddy Email Marketing
QuarkXPress
MapInfo
Avelin Software
Mail Dog
Vertical Response
Salesforce
Joomla
Adobe Flash

AWARDS

Business Marketing Association Cleveland Chapter
Public Relations Society of America Cleveland Chapter
GD USA