

KELLY BLANK

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experience

PERFICIENT *formally Sundog Interactive*

Fargo, North Dakota; 2019–present

Designer

- manage creative assets for online social ads, animated ads, and email marketing on multiple client accounts
- streamline process for developing and designing animated ads
- build and edit emails in Marketing Cloud for client promotional campaigns
- conceptualize new creative refreshes for online marketing
- develop wireframes for community portals

EAPC, ARCHITECTS ENGINEERS

Fargo, North Dakota; 2018–2019

Marketing & Administrative Assistant

- oversee social media presence, implement new strategies for increasing followers, and measure current metrics
- design and produce project proposals in collaboration with project managers for opportunity bids
- collaborate with marketing team members on graphics for presentations, tradeshow, interviews, and social media
- plan company events for 100+ people

EQUALIZE HEALTH *formally D-Rev*

San Francisco, California; 2013–2017 | *Freelance 2017-present*

Graphic Designer

- lead designer in the creation and implementation of D-Rev's entire brand identity in both print and web applications
- create and manage the production of marketing projects, promotional materials (annual reports, presentations, advertisements, videos), copywriting and audio/visual needs
- maintain multi-page company website with additional design and content updates
- manage web developers to meet all project requirements and deadlines

skills

Adobe CC

Illustrator
InDesign
Photoshop
After Effects
XD

Communications

Microsoft Office
Mailchimp
CoSchedule
Marketing Cloud

Web Design

HTML & CSS
Wordpress
Google Web Developer

Print Design

branding
packaging
infographics
illustration
marketing

education

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

San Luis Obispo, California; 2009–2013

Bachelors of Fine Arts in Art & Design; Concentration in Graphic Design