

Kelsey McDermott

Graphic Designer

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EXPERIENCE

Wisconsin Dells Visitor & Convention Bureau

Web & Graphic Administrator | 2014-Present

Creating, developing and managing content for organization's websites. Maximizes website's SEO. Coordinating, producing and delivering weekly/monthly e-mails. Designing electronic and print materials for all programs and events (flyers, posters, banners, collateral, logos, videos, invitations, postcards, newsletters, etc.) Coordinating and managing festival brochures, flyers, signage and online ticket sales. Managing and designing of online e-commerce. Social media duties include cultivating and managing content and schedule, monitoring all social channels and providing reports. Assists with on-site coordination of co-op photo shoots.

Freelance Design

2010-Present

Designing print, web, packaging, branding, signage and identity solutions. Retouching photography, assisting with website hosting and support. Various commissioned art projects focused on sewing, painting, or drawing.

wisnet.com

Designer & Support | 2013-2014

Manage social media, plan and coordinate events, provide customer support, act as the liaison for clients and account management team, edit and maintain client websites, write and edit blog articles, design print and digital pieces.

Customer Service

2005-2014

Working a variety of customer service positions allowed me to sharpen my communication skills, along with my ability to creatively solve problems while working under pressure.

EDUCATION

2008-2010

UW-Fond du Lac

Fond du Lac, WI

General Studies

2010-2013

UW-Stout

Menomonie, WI

BFA - Graphic Design

SKILLS

SOFTWARE

Photoshop

InDesign

Illustrator

Dreamweaver

Microsoft Office Suite

iMovie

DESIGN

Logo Design

Branding & Identity

Photo Manipulation

Typography

Packaging

Photography

ADDITIONAL

WordPress, Titan CMS, Wix

HTML & CSS

Hootsuite, Shoutlet, Sprout

Email Marketing Software

Google Apps & Analytics

Shopify, BigCommerce & 3dCart