

Kelsey McDermott

Graphic Designer

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EXPERIENCE

Baraboo Area Chamber of Commerce

Digital Marketing & Member Relations Coordinator | 2017-Present

Leads development of digital media. Manages website, email communications, monthly news publication. Develops advertising proposals for prospective event sponsors. Creates and distributes digital marketing. Assists with Ambassador Program. Organizes and represents Chamber at new business ribbon cuttings. Maintains Chamber events.

Wisconsin Dells Visitor & Convention Bureau

Web & Graphic Administrator | 2014-2017

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 between 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