

# Kelsey McDermott

Graphic Designer

mcdermottk8957@gmail.com | kelseymcdermott.com | 920-251-5222

## EXPERIENCE

### Baraboo Area Chamber of Commerce

*Digital Marketing & Member Relations Coordinator | 2017 - Present*

Lead all areas of marketing and communications including website design and management, and development and design of email communications, social media, and print and digital advertising such as event materials, posters, logos, presentations, newsletters, etc. Organize the Chamber's monthly networking and educational events and assist with fundraising and annual events.

### Wisconsin Dells Visitor & Convention Bureau

*Web & Graphic Administrator | 2014 - 2017*

Create, develop and manage content for organization's websites. Maximize website's SEO. Coordinate, produce and deliver weekly/monthly e-mails. Design electronic and print materials for all programs and events (flyers, posters, banners, collateral, logos, videos, invitations, postcards, newsletters, etc.) Coordinate and manage festival brochures, flyers, signage and online ticket sales. Manage and design online e-commerce. Social media duties such as cultivating and managing content and schedule, monitoring all social channels and providing reports. Assist with on-site coordination of coop photo shoots.

### Freelance Design

*2010 - Present*

Design print, web, packaging, branding, signage and identity solutions. Retouch photography, assist 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.

## 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  
Google Apps

### DESIGN

Logo Design  
Branding & Identity  
Photo Manipulation  
Typography  
Packaging  
Photography  
Web Design

### ADDITIONAL

WordPress, Titan CMS, Wix  
HTML & CSS  
Hootsuite, Shoutlet, Sprout  
ChamberMaster  
Email Marketing Software  
Google Analytics  
Shopify, BigCommerce, 3dCart

## ACHIEVEMENTS & ASSOCIATIONS

**2017 Rising Star Award** presented by the Baraboo Area Chamber of Commerce

**Baraboo Young Professionals** (2017 - Present) Events & Marketing

**Young Professionals of Fond du Lac** (2013 - 2014)

**Chancellor's List** (2011)