ABBY KITE

SR. GRAPHIC DESIGNER

Expertise

- Brand Identity Creation
- Cross-Functioning Team Leadership
- End-to-end Project Management
- Prompt, Effective Team & Client Communication

DESIGN PROGRAMS

Adobe Creative Cloud: InDesign, Illustrator, Photoshop
Canva
Figma **currently training**
Adobe XD **currently training**

EMAIL MARKETING PLATFORMS

Mailchimp
Constant Contacts

PROJECT MANAGEMENT TOOLS

Trello
Monday
Asana
Evernote
Dropbox
Google Docs, Sheets, Slides

WEBSITE BUILDING PLATFORMS

Shopify
Wix
Wordpress

SOCIAL MEDIA MARKETING

Facebook
Instagram
Google Business Profiles

Let's Get To Work!

Executive Summary

A results-driven innovator with a proven track record in finding creative print and digital design solutions, developing brand identity, managing effective teams, and aligning projects to the corporate values and vision.

Accomplishments

ASSISTANT DIRECTOR OF GRAPHIC DESIGN FOR ALUMNI RELATIONS

Johns Hopkins University, Office of Annual Giving | Jan. 2023 – July 2023, 6 month contract

- Created coordinating landing pages and social media campaigns for 4 donation campaigns along with email content, sent to an audience of 140K alumni.
- Designed a social media asset pack for each day of the 34th annual Mix 106.5 Radiothon for the Hopkins Children's Center, along with email banners and a landing page, contributing towards a record-breaking donation total of $1,432,212.34.
- Developed printed trifold mailers to launch a new alumni donation club, held regular status meetings with email marketing team to best target a select 2k alumni.

DIGITAL MARKETING COORDINATOR

Sandler Training | Mar. 2022 – Sept. 2022, 6 month contract

- Part of the 6 person design team for the fully-overhauled corporate webpage redesign, functioning as liaison between franchisees in order to assure their priorities would be met.
- Created, maintained, and troubleshot hundreds of franchisee websites across an international audience.
- Led branding and website design training meetings as a part of new client on-boarding.
- Created and maintained a website FAQ database and tutorial site for franchisees.
- Solved and reported on approx 20 daily tickets in regard to website and created content issues.

MARKETING EXECUTIVE & SR GRAPHIC DESIGNER

Gramophone | Aug. 2020 – Feb. 2022

- With a budget of 120K implemented 1 track wrap, 8 billboards, 10 radio ads, 52 digital ads, mailed 81K+ brochures to 23 zip-codes and weekly email campaigns to 40K+ addresses.
- Drafted 13 proposals with Statements of work, past performances, and graphical narratives.
- Directed 252 videos from concept to publish increasing YouTube Channel subscribers by 6k.
- Organized 14 Direct Mail and Radio Campaigns across 3 stations, ultimately doubling sales across 3 site locations and quadrupling the sales of the least performing site of 2019.
- Using cross-functioning team leadership, ran point on marketing and advertising between 4 departments, managing 156 cross-posted content between 15 admin accounts via Facebook, Instagram, Twitter, Pinterest, LinkedIn, Twitch, and Google My Business.

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Education

Tyler School of Art,
Temple University
Philadelphia, PA

Graphic Design, BFA
Graduation May 2010

Certificates

Group Communication, Teamwork & Leadership
Alison Certification, Jan. 2022

Microsoft Office 365
Alison Certification, Sept. 2021

Google Ads Display
Google Certificate, Nov. 2020

Social Media Strategy
Alison Diploma, April 2020

Accomplishments Cont.

CREATIVE COORDINATOR

Geller Lighting Supply | Jan. 2019 – Aug. 2020

• Designed and managed the production of a $28K truck wrap, increasing sales by over 20%.

• Expanded brand identity using digital banners, ads, social media, and print production.

• Photographed and organized warehouse contents into expansive Product Catalog as effective collateral for Sales Team.

STORE GRAPHIC ARTIST

Whole Foods Market | Nov. 2016 – July 2018

• Advised 18 Managers with creative display solutions on a weekly basis which drove sales.

• Built digital ads and banners in support of a 1 year contract with the Baltimore Orioles.

• Collaborated with Team Leaders biweekly on 22 custom displays to prioritize sales and drive traffic throughout store, highlighting products and features.

• Designed and produced flyers, event posters, outdoor banners, menus, product call-outs, brochures, digital ads, and collateral for day-to-day, seasonal, and community outreach.

• Painted 45 chalk signs bi-weekly and as directed increasing sales and brand awareness.

GRAPHIC DESIGNER

Santoni's Marketplace & Catering | Oct. 2012 – Nov. 2016

• Photographed 37 catering events and built media library from content for sales team.

• Completely rebranded and unified the corporate identity throughout 8 departments.

• Identified target demographics and designed 49 ideal digital and print advertisements.

• Created and implemented new social media strategy, keeping posts and ads on brand.

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