

KELLY DESMOND

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SUMMARY

- Highly creative and multi-talented creative designer and marketing specialist
 - Experience in creating print material, advertising, multimedia, and utilizing various forms of technology
 - Solid skills in print design, web design and marketing strategies
 - Continually exceed client expectations while completing projects in a timely manner, creating lasting business relationships
 - Strong communication and problem solving skills
 - Work well in a team atmosphere and independently to achieve company and personal goals in a timely fashion
 - Experience with both Macintosh and PC systems utilizing Illustrator, Photoshop, InDesign, Adobe Muse, Microsoft Word, Excel and PowerPoint
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EDUCATION

Ashland University

Bachelors of Science in Business Administration and Marketing

Minor in Management Information Systems

Ashland, Ohio

Graduation Date: May 2011

PROFESSIONAL EXPERIENCE

Account Executive

Yellow Scene (Erie CO, November 2013 to Present)

- Drive new business by cold-calling, networking, and canvassing
- Close deals through presentations and well-written proposals
- Work with client and graphics team to create strategic quality ads
- Manage multiple projects and clients

Marketing Specialist and Creative Designer

Allied Construction Products (Cleveland OH, October 2012 to October 2013)

- Designed print and online advertisements, flyers, posters, product catalogs and product brochures
- Created typesetting, design and illustration of letterhead, envelopes, brochures, business cards, newsletters and related materials
- Worked closely with clients and district managers to develop a cohesive style for printed pieces and advertising materials
- Responsible for the production of graphics, printed materials, promotional items and in-booth promotions for trade shows across the United States and Canada
- Designed and produced over 50 personal flyers for distributors and two different national magazine pieces

Marketing Specialist

Allied Construction Products (Cleveland OH, June 2011 to October 2012)

- Designed, developed and implemented marketing and sales campaigns and advertisements
 - Evaluated target markets and proposed marketing strategies
 - Lead team member for new product introductions from beginning phases to completion of project
 - Addressed customer inquiries, interpreted and delivered information, proposed suggestions and provided guidance
 - Coordinated, planned and contributed at trade shows and special events
 - Created sales presentations and slideshows that included animated content
 - Implemented new technology used company wide and trained district managers on iPads that enhanced the way business was conducted
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ACTIVITIES

Ashland University Varsity Men's Soccer Team (September 2008- May 2011)

- Maintained a full class load while dedicating 20 plus hours to training and team activities per a week

TOPS Soccer Volunteer (August 2005- October 2007)

- Instructed disabled children ages four to twelve years old how play soccer