Kelly M. Lee

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BRAND BUILDER CONCEPTUAL THINKER GRAPHIC DESIGNER CREATIVE PRODUCER

Over 18 years of marketing, design and retail operations in a regionally recognized specialty store with a proven track record of consistently delivering brands and marketing communications that drive traffic and profitability. Played a large role in modernizing the marketing campaigns from print to digital.

Core Competencies

- Strategic Planning
- Branding
- Vendor Relationships
- Content Management
- Deadline Driven
- Messaging Development
- Creative Design
- Extensive Retail Experience

Software Skills

Excels at:
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Microsoft Products

Online platforms:
- Wordpress
- Magento Websites

Content Management:
- iContact
- Mail Chimp

Microsoft RMS Point Of Sale

Familiar with
- Adobe Dreamweaver
- QuarkXpress

Education

Creighton University
Omaha, Nebraska 68178

Bachelor Of Arts
In Graphic Design
Major GPA 4.0

Professional Experience

David M. Mangelsen's | Omaha, NE — January 2009 to Present.
Marketing Director

- Conceptualize marketing campaigns and implement all aspects including ad copy, photography and design.
- Develop and maintain company brand over multiple platforms including print, email marketing, website, social media, outdoor and online ads.
- Design all marketing assets including store brochures, signage, event logos, sale flyers, postcards, art for website, billboards and various print and digital ads.
- Relaunched loyalty reward program in 2015 featuring an updated customer experience and marketing approach which led to an increase of sign-ups by 43%.
- Develop and manage the yearly marketing budget through multi-channel efforts including direct mail, radio, outdoor.
- Develop and coordinate company events including in-store demonstrations and consumer tradeshow booths creating the messaging and collateral.
- Coordination of content for digital and print and department strategy with store managers & marketing team.

David M. Mangelsen's | Omaha, NE — January 2002 – 2008
Marketing Assistant

Assisted Marketing Director in the day-to-day activities (above) and to include:
- Procured marketing images from vendors and through photography.
- Re-designed marketing materials to align with current industry trends.
- Back-end support to Loyalty Rewards Program and database.

David M. Mangelsen's | Omaha, NE — August 1997– 2008
Art Supply Buyer / Custom Framing Specialist

- Successfully managed inventory from purchasing to displaying merchandise.
- Increased department profitability over 5% every year successfully.
- Provided design assistance for custom framing projects.
- Supervise and coordinate projects for other employees.
- Successfully developed strong vendor relationships which favored price negotiations.

References available upon request