



Graphic Design

- Develop creative concepts based on marketing strategy
- Design and lay out marketing materials for a variety of mediums including catalogs, websites, email marketing, advertising, brochures, direct mail and trade shows
- Encourage feedback and welcome constructive criticism
- Coordinate and direct photography sessions on location
- Retouch, color correct, enhance and composite photography
- Comprehend and follow technical design specifications
- Finalize layouts and prepare files for print and web applications
- Communicate with outside vendors and review proofs for accuracy
- Adhere to production schedule requirements

Copywriting

- Write and edit copy for a variety of mediums including videos, catalogs, websites, email marketing, print ads, brochures, direct mail and press releases
- Vary language and tone based on marketing strategy and medium
- Compose keyword-rich copy for search engine marketing

Project Management

- Identify project scope, goals and expectations
- Develop and communicate project plans and timelines
- Manage scheduling requirements
- Revise project plans to meet changing needs
- Prioritize multiple projects and project tasks
- Assign responsibilities to team members
- Review and make recommendations of deliverables prepared by team

Strategic Marketing

- Research industry, company, service and product
- Perform qualitative competitive analysis
- Develop market segmentation profiles
- Identify unique selling points
- Position company, service and product with effective branding
- Evaluate and recommend marketing opportunities
- Conceptualize, develop and execute creative marketing programs
- Suggest and assist in the implementation of campaign tracking

Contact Information

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Employment

Creative Director / Owner

Kerry Andersen LLC
Kenosha, Wisconsin
January 2019 - Present

Sr. Graphic Designer / Account Executive

GS Marketing Group, Inc.
Kenosha, Wisconsin
October 2012 – January 2019;
June 2001 – April 2009

Graphic Designer / Marketing

Adolph Kiefer and Associates, Inc.
Zion, Illinois
July 2009 – October 2012

Lecturer – Publication Design

University of Wisconsin—Milwaukee
Milwaukee, Wisconsin
January 2001 – May 2006

Multimedia Graphic Designer

Logan Productions
Fox Point, Wisconsin
May 2000 – June 2001

Computer Skills

- Mac OS X
- Adobe InDesign CC, Photoshop CC, Illustrator CC, Dreamweaver CC
- WordPress
- Microsoft Office

Education

University of Wisconsin – Milwaukee
Journalism and Mass Communication
1998-2001

University of Wisconsin – Parkside

Bachelor of Arts in English, 1997
Concentration: Professional Writing
Minor: Communication
Honors: cum laude