

KELSEY JADE SARLES

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OBJECTIVE → *Work with cool people on cool stuff*

Employ my creative talents developing inspiring, client-driven solutions in collaboration with other creative professionals.

EDUCATION

AUGUST 2003--MAY 2007
CONCORD UNIVERSITY • ATHENS, WV

- » BA in Graphic Design/Advertising
- » Minor in Business Administration
- » GPA-4.00 • Summa Cum Laude

EXPERIENCE

MAY 2003--PRESENT

FREELANCE UX/GRAPHIC DESIGNER Offer thoughtful, user experience based design solutions for print, web, and mobile applications. Clients include:

- » She Chooses™
- » Smart College Visit
- » Handshake™
- » Aquatic Adventures
- » New River Valley Triathlon
- » Jim Flowers/Moxie Manuscript
- » Townside Property Management
- » The Training Edge

JUNE 2007--JUNE 2011

MARKETING DIRECTOR Lead the marketing initiatives and art direction for Coldwell Banker Townside, REALTORS®. Responsibilities include:

- » Strategic Planning
- » Graphic Design
- » Videography
- » Consulting
- » Image Retouching
- » Public Speaking
- » Website Graphic & UX Design
- » Social Media Marketing
- » Measuring Results
- » Accounting

AUGUST 2005--JUNE 2007

GRAPHIC DESIGNER Designed t-shirt graphics for Trophies & More.

JANUARY 2006--MAY 2006

CU ADVANCED ADVERTISING Participated in a student-led advertising agency as part of Concord University's graduation requirements. Conducted market research, developed advertising campaigns & promotional pieces.

JUNE--JULY 2005

DISCOVERY PLACE INTERNSHIP Gained experience in copy and graphic layout, exhibit display design, and directional sign design. Observed the development of Dead Sea Scrolls marketing plan; developed concept in postcard promotional.

Visit www.kelseysarles.com to view my portfolio!

PROFESSIONAL SKILLS

- » activeCollab
- » Adobe Acrobat Prof.
- » Adobe Bridge
- » Adobe Dreamweaver
- » Adobe Illustrator
- » Adobe InDesign
- » Adobe Photoshop
- » Basecamp
- » iLife
- » iWork

VOLUNTEER WORK

SEPTEMBER 2011--PRESENT
KNOXVILLE HABITAT FOR HUMANITY

REFERENCES

"Think your marketing person is creative, and thinks outside of the box? Have they created a marketing campaign that spread like wildfire, and even got the CEO of a multi-national corporation to join in the fun? I've had the privilege of working with Kelsey on a number of different projects, all of varying scale, and time and time again she's led the charge with great ideas that get noticed. She's the best around!"

- » Jeremy Hart, President
The NRVLiving Real Estate Group

"Kelsey's creativity knows no bounds. Her understanding of the elements of graphic design combined with her marketing sense, particularly her willingness to experiment with the new and different, is of great value to Coldwell Banker Townside. I continue to be impressed with her design and innovation, but have particularly enjoyed her quick wit and sense of humor during our association."

- » Margaret Galecki, General Manager
Coldwell Banker Townside, REALTORS®

"As one of the agents who benefits enormously from Kelsey's marketing expertise, I am happy to testify that she's excellent in every way. Love her design work, but also appreciate the way she can explain things so clearly to those of us not so comfortable with evolving technologies, and I especially admire the way she stays calm and focused and efficient during days when she must feel like she's being nibbled to death by ducks!"

- » Pat Tracy, Sales Associate
Coldwell Banker Townside, REALTORS®

