

# KAITLINDERESPINO

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## EDUCATION:

Florida State University  
Bachelors of Fine Arts - Graphic Design  
Minors: Business and Art History  
April 2012

University of Georgia  
Masters of Business Administration  
Anticipated Graduation: June 2018

## OBJECTIVE:

To apply my cross-disciplinary experience in graphic design, branding, marketing and social media while also acquiring knowledge and enhancing my abilities in all components of the design and marketing industries.

## STRENGTHS AND SKILLS:

Proficient in Adobe Creative Suite:  
Illustrator, InDesign and Photoshop  
Experienced in Prepress and Production  
Strong Visual & Media Presentation Skills  
Time and Schedule Management  
Strong Collaboration & Leadership Ability  
Versatile & Quick to Adapt

## PORTFOLIO:

kdgraphicdesign.com

## EXPERIENCE:

### GRAPHIC DESIGNER

2015 - 2018

Benson Integrated Marketing Solutions  
*A single source for comprehensive apartment marketing products and services with over 12,000 registered users*

- Independently engaged in 'ground-up' design and development of branding and marketing collateral packages ranging from \$9,000 - \$25,000
- Developed and designed seasonal marketing campaigns valued at a minimum of \$4,000
- Trusted to work directly with client ownership as well as account directors and sales representatives to ensure quality and cohesive products
- Conceptualized and developed materials for time-sensitive conferences
- Expanded knowledge and skills with prepress and production
- Received the MarCom (Marketing and Communications) Gold Award for *The James at Sugarloaf* collateral and branding package

### GRAPHIC DESIGNER

2013 - 2014

Florida Children's Forum  
*Non-profit organization specializing in early childcare and education*

- Sole designer for the organization, responsible for the graphic design and marketing needs of 9 different departments and programs
- Produced the internal and external design of logos, annual reports, social media graphics, conference displays, promotional items, grant presentations, newsletters, and any additional marketing materials
- Participated in voluntary leadership roles as well as event planning responsibilities and sat on 3 different committees
- Voted by executives and peers to receive the 2014 Innovation Award

### ASSISTANT TO VP OF MARKETING

2012 - 2013

180 Communications  
*Public relations and communication firm focused on brand awareness with media training and multimedia presence*

- Designed new and innovated marketing materials for motivational speaker, journalist and CEO, Don Yaeger
- Organized materials and coordinated speaking appearances
- Followed-up and maintained communication with new contacts
- Responsible for keeping accurate inventory
- Implemented new efficient social media and texting software that reduced previous standard operating procedure time by 85%