

KAITLYN FREESE

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🌐 LinkedIn Member

📷 Flickr Photography Portfolio

📌 Pinterest Artistic Inspiration

EDUCATION

Double Major: BA Degrees
Interactive Media Studies (IMS)
IMS Graphic Art & IMS Technology
North Central College
2011-2013

AA Degree
Illinois Valley Communnity College
2010-2012

SKILLS

Adobe Creative Suite

InDesign

Illustrator

Photoshop

Microsoft Office

Word

PowerPoint

Excel

EXPERTISE

PC and Mac Platforms

Direct Mail Campaigns

HTML & CSS

Logo Design

Event Collateral

Web Design

EXPERIENCE

Marketing Coordinator

- Manage project requests & deadlines from various internal departments.
- Write, build, test, & send HTML email campaigns via online service.
- Use WordPress themes & plugins to create & maintain multiple websites.
- Ensure consistent & accurate brand implementation across digital media.

American Academy of Sleep Medicine
Darien, IL
2018-Present

Graphic Designer

- Design within guidelines of multiple associations & subspecialties.
- Correspond with multiple vendors on many types of direct mail projects.
- Complete collateral packages for large & small recurring industry events.
- Collaborate within design team to create refined logos, badges, & marks.

American Academy of Sleep Medicine
Darien, IL
2015-2018

Graphic Designer

- Redesign outdated bi-monthly print publication from cover to cover.
- Translate a print publication into an interactive app for multiple devices.
- Create short videos & animations for digital publication in interactive app.
- Implement collateral designs for tradeshow & award ceremony events.

Specialty Publishing Co.
Carol Stream, IL
2013-2015