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ALLISON KASEKAMP

PROFESSIONAL STATEMENT

Experienced graphic designer proficient in Adobe Creative Suite, skilled in conceptualizing and delivering visually impactful designs for print and digital media. Proven ability to collaborate effectively with clients and team members to achieve project goals. I am seeking to contribute creative expertise to a dynamic design team.

SKILLS

8+ years of experience in **Adobe Creative Suite**, 10+ years of experience in **Microsoft** programs such as Powerpoint, Excel, and Word, Well-trained in web design areas of **HTML, CSS, WordPress, and Adobe XD**, Unique and efficient creative process, **Perfect deadline management and flexibility**, Well-experienced in creating powerful on-brand **marketing and advertising** materials, Creation of **effective and visually appealing** layouts for presentations and other design work

EXPERIENCE

Divaris Real Estate, Virginia Beach – *Graphic Designer*

FEBRUARY 2024 – PRESENT

- Create a variety of marketing materials such as flyers, brochures, and websites to advertise available real estate for our brokers while maintaining brand guidelines
- Manage and monitor all social media accounts while creating meaningful content to drive engagement and growth

Two17 Marketing, Virginia Beach – *Graphic Design Contractor*

JUNE 2023 – PRESENT

- Create visually stunning and impactful designs that align with our client's brand identity and Messaging
- Collaborate with the in-house marketing teams to produce eye-catching graphics for both print and digital platforms

Massanutten Resort, McGaheysville – *Graphic Designer*

SEPTEMBER 2023 – FEBRUARY 2024

- Uphold brand identity guidelines and maintain consistency across all designs while working closely with the in-house marketing team
- Manage social media by creating engaging content, managing accounts, and analyzing performance metrics

World Wildlife Fund, Washington D.C. – *Graphic Design Intern*

March 2023 – June 2023

- Work with an in-house creative solutions team to create on-brand collateral for WWF, their subbrands, and their partners
- Use Adobe Creative Suite to create a variety of projects which were both web and print-based designs

Orpheus Inc, Reston – *Graphic & Web Designer*

May 2022 – November 2022

- Create visually stunning logos, multi-page websites, social media posts, and marketing materials for our clients, while staying up to date on brand standards.
- Ensure customers receive excellent and quality work while partnering with our company for their design needs.

EDUCATION

George Mason University in Fairfax, Virginia – *Graphic Design BFA*

AUGUST 2020 – MAY 2022

Northern Virginia Comm. College in Sterling, Virginia – *Graphic Design AFA*

AUGUST 2018 – MAY 2020