

Kelly M. Grainger



kellymgrainger.com



678.477.8860



kellymgrainger@gmail.com

Right brain heavy with a strategic creative skill set. Utility team leader with over 16 years experience in B2B + B2C. Concentration in graphic design, art direction, marketing, digital marketing, campaigns, brand management, product launches, email design + execution, advertising, corporate event planning, trade show planning + graphics, promotions, photoshoots, fundraising, website design + SEO. Ability to execute quality at a quick pace. Creative projects range with clients in different industries including, healthcare, insurance, real estate, finance, software, technology, energy, manufacturing, government, education, small business + publications.

SKILLS

Graphic Design
Web Design
Digital Marketing
Re-branding
Campaign Management
Event Planning

TOOLS

Microsoft Office
Adobe Suite
InDesign
Illustrator
Photoshop
Acrobat

Mail Chimp
Sales Fusion
Google Ad words
Google Analytics
WiX
Wordpress

Marketo
Salesforce.com
Prezi
HTML
Basecamp
Pardot

RECOMMENDATIONS

[linkedin.com/in/kellymgrainger](https://www.linkedin.com/in/kellymgrainger)



EDUCATION

Bauder College
Associate of Graphic Arts
Magna Cum Laude

Kennesaw State University
H.O.P.E. Scholar

KSU Magazine
Assistant Editor

Atlanta Magazine
Intern

EXPERIENCE

Moxie Designs | 2001-Current | Freelance Creative Design + Marketing

- Graphic design + creative direction
- Act as project manager on different marketing teams
- Manage creative teams
- Communicate consistently + pro-actively with clients
- Consult with CEOs + Directors to create marketing plans
- Develop brands + identities
- Create + design websites within different platforms
- Boosted small business sales with SEO / Google Adword management
- Digital marketing / email design
- Event planning + staging

Canvas IT | 2016-2017 | Sr. Director of Marketing, Creative

- Devised strategic marketing + sales plans to improve revenues
- Graphic design + creative direction
- Project management
- Implemented Sales Fusion, a marketing automation tool
- Applied best practices / digital marketing
- Brought up email open rate to above industry standard
- Create emails + landing pages
- Managed contractors

GT Software | 2014-2015 | Design + Marketing

- Re-branded all collateral including white papers, brochures, case studies, product sheets + more
 - Created new logo, website, brand + identity for sister company
 - Managed outside vendors as needed for video, content + programming
 - Designed all email + digital graphics
 - Created info-graphics, high-level product architecture visuals + creative sales tools
 - Managed Print budget + outside vendors
 - Worked with C-level Executives on a daily basis
-

Swirl-Creative | 2012-2014 | Creative Director

- Managed creative team of designers + web programmers
 - Sourced + negotiated pricing for contractors + vendors
 - Creative direction for photo shoots, story boards, model calls, styling, on-set direction
 - Developed creative, strategic, integrated marketing campaigns for a range of clients
 - Creative messaging / advertising for B2B + B2C campaigns
 - Designed websites, emails, lead nurturing + creative campaigns
 - Posted social media + blogs
 - Designed logos, brochures, trade show graphics, direct mailers, infographics, presentations, invitations, event decor, signage, email + social media graphics
 - Worked with corporate marketing and leadership teams from coordinators to CEOs
 - Staged + styled events, on-site event coordination, execution + planning
 - Worked with local communities
 - Business Development /Account Management
-

RedPrairie (Now JDA Software) | 2008-2012 | Creative Manager + Campaign Manager

- Created + executed nurturing + strategic marketing campaigns for seven business units
 - Designed + project managed campaign pieces such as direct mailers, emails, advertising, web casts, white papers, micro-sites, PURLS, landing pages, case studies + other drivers to gain raised hands + qualified leads
 - Created quarterly customer newsletters
 - Maintained + presented campaign calendars, delivered metrics + dashboards
 - Created, led, implemented a custom, successful project management tool to assist the marketing team of 50+
 - 70+ trade shows, 10+ corporate events including, leadership meetings, annual sales kick-offs + incentive programs
 - Managed vendor relationships, negotiations, proofing + press checks
 - Sourced + negotiated pricing for contractors, agencies + media buys
 - Digital marketing, automation, designed email templates + maintained digital marketing calendar
 - Worked with branding guidelines to maintain brand consistency
 - Lead designer on creative materials for annual user conference
 - Managed contract designers + interns
-

Coloplast Corporation | 2002-2006 | Graphic Designer

- Designed all marketing + sales collateral
- Lead Designer for 12 product launches
- Led creative and graphic design of the corporate magazine
- Lead creative design for all trade show graphics, user groups, and national sales meetings
- Supported product managers with budgets + plans
- Managed vendor relationships and negotiated to save more than \$50,000 in printing costs in one year
- Managed creative department transition during relocation of corporate HQ
- Developed graphic design/branding training manuals, trained new hires