

# Kelly Gibbs

kelly.m.gibbs4@gmail.com | kellygibbsdesign.com | 570.449.3200 | Lancaster, PA

---

## SUMMARY

Creative marketing professional with 4+ years' experience in a collaborative marketing team, wearing many hats. A passionate creative that's skilled at developing engaging content and storytelling. Designed and executed successful marketing campaigns across multiple channels including email communications, website graphics, social assets, print ads, and SMS text messages.

## WORK EXPERIENCE

### Graphic Designer

Elite Sportswear – Reading, PA | October 2019 – Present

Efficiently uses Adobe Creative Suite to create digital content for email communications, e-commerce website banners, landing page experiences, social media assets, video content. Assists in video and photoshoots on location, follows brand guidelines and collaborates with design team. Communicates across multiple departments within company to accomplish goals within project time frames. Has strong organizational management of files and projects.

### Office Assistant, Junior Marketing Assistant, After-School Care Provider

Blue Mountain Recreation Commission – Orwigsburg, PA | May – September 2017, 2018, 2019

Began working as an office assistant greeting visitors, responding to inquiries and performing administrative tasks. Captured photo and video content from on-site programs and coordinated those efforts to their social platforms, increasing their engagement. Utilized CMS to update website. Designed promotional flyers for company events and assisted in event coordination. Supervised elementary school students in after-school program, coordinating activities and ensuring a safe environment for the students.

### Resident Assistant

Lebanon Valley College – Annville, PA | August 2016 – May 2019

Responsible for the care of on-campus residents and upholding college policy. Worked cooperatively with fellow RA staff to create a safe and welcoming living space. Designed fun, engaging, and education programs.

### Design Intern

Pennsylvania National Guard – Fort Indiantown Gap, PA | August – December 2018

Supported the recruitment battalion marketing team in execution of all campaigns and programs including promotional flyers, digital and print banners, internal and external ads, and directional signage.

---

## EDUCATION

Bachelor of Science in Digital Communications, *summa cum laude* | Lebanon Valley College | Graduated May 2019

## SKILLS

Educated in breadth of Digital Communications Skillset | Graphic Design | HTML & CSS Website Programming | Web Accessibility | Communications | User Experience Design | Adobe Creative Cloud including Photoshop, InDesign, Premiere Pro, Illustrator | Microsoft Office 365 | Google Docs | Email Marketing through Listrak | Social Media Content Creation | Image Editing | Creative Writing | Event Coordination | Storyboarding

## AWARDS, HONORS, & ACTIVITIES

Digital Communications Creative Excellence Award | Residential Life's Director's Choice Award | Kappa Pi Art Honor Society | Digital Communications Club President | Disabilities Services Volunteer Note Taker | LVC Women's Golf Team | Peer Tutor | Study Pod Leader | Student Programming Activities Board Member