

KELLY FREEMAN

Virginia-based graphic designer and illustrator always seeking to apply versatile artistic skillsets.

EDUCATION

B.F.A. DEGREE

Graphic Design

Virginia
Commonwealth University
Graduated in 2021
Cum Laude / 3.5 GPA

MINOR

Guitar Performance

Virginia
Commonwealth University

SKILLS

Industry Software

InDesign
Illustrator
Photoshop
XD
Premiere
Figma

Interpersonal Skills

French Language
Teamwork
Time Management
Communication
Leadership
Illustration

TESTIMONIAL

"Kelly's attention to detail and ability to think outside the box have contributed significantly to the success of numerous projects undertaken by our organization."
—Florian Buder, VP of Technical Sales and Engineering, Acoem USA

EXPERIENCE

JUN 2022 – MAY 2023 | **ACOEM USA**

Graphic Designer

- Collaborated with marketing team to develop and implement campaigns for product and service releases
- Edited and maintained the US company webpage via Wordpress, including a bi-weekly blog
- Illustrated custom graphics for web and print collateral
- Designed product and service brochures, guides, and cards optimized for print and web formats
- Maintained company LinkedIn, Instagram, Facebook, and Twitter
- Created educational content for various platforms in tandem with technical trainers and salespeople
- Increased company LinkedIn following by 20% in one-month timeframe

OCT 2021 – MAY 2022 | **HAMPTON YACHT CLUB**

Graphic Designer

- Created various event-specific menus for private parties and wine tastings
- Redesigned the menu for the "Dockside Lounge" and "Commodore's Dining Room" restaurants
- Designed and maintained a brand-new website for easier member and employee access
- Created promotional paraphernalia including posters, photography/videography, and email designs for the Tom Brady Sailing Center and local regattas
- Designed and maintained the monthly newsletter entitled "The Mainsheet"

AUG 2020 – DEC 2020 | **CIRCLES RVA**

Graphic Designer

- Worked with a team of designers using Agile Methodologies to help a non-profit organization gain awareness and donations
- Conducted research and interviews to include in final infographics
- Designed and printed booklets to give to donors and potential donors
- Helped facilitate a social media presence resulting in a gained average post engagement of 555 people
- Raised a total of \$1,246 within a 2-month period

KELLY FREEMAN

EXPERIENCE CONTINUED

DEC 2019 – DEC 2020 | SOUND OF MUSIC STUDIOS

Graphic Designer

- Created designs for local bands including posters, flyers, logos, and album covers
- Worked closely with the owner of the studio to help promote shows at their venue through continued digital engagement

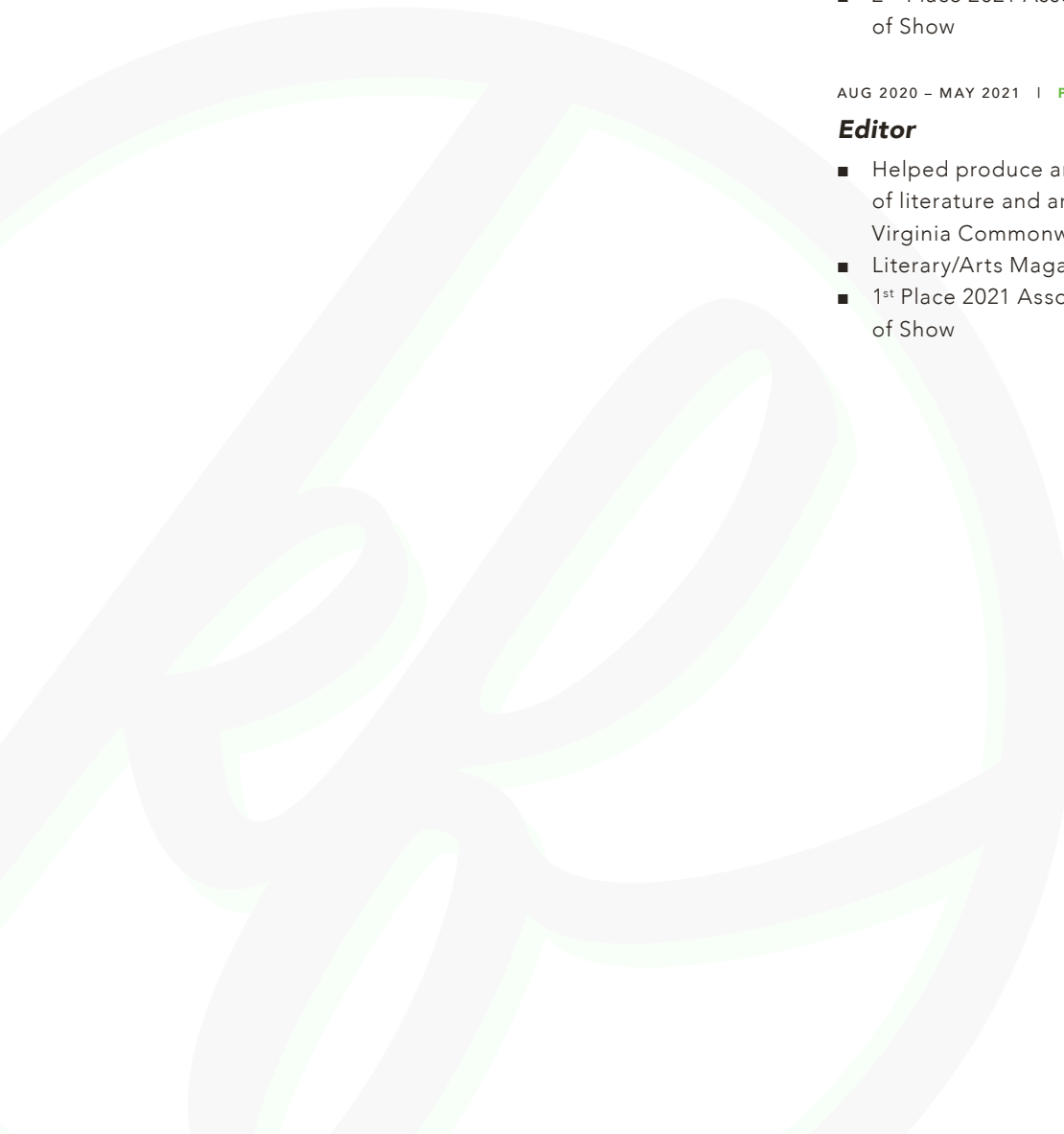
AUG 2020 – MAY 2021 | AMENDMENT VCU

Editor

- Collaborated with a team of writers, illustrators, and designers to produce an annual progressive literature and art journal by Virginia Commonwealth University students
- 2nd Place 2021 Associated Collegiate Press Best of Show

AUG 2020 – MAY 2021 | POICTESME VCU

Editor

- Helped produce an award-winning annual anthology of literature and art from undergraduate students at Virginia Commonwealth University
 - Literary/Arts Magazine Pacemaker Award
 - 1st Place 2021 Associated Collegiate Press Best of Show
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KELLY FREEMAN

Graphic Designer

PROFESSIONAL REFERENCES

Florian Buder

**VP of Technical Sales and Engineering,
Acoem USA**

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Oversees marketing department at Acoem.

Sonya Cheatham

Business Development, Acoem USA

(804) 615-1982

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Colleague in marketing department.

PERSONAL REFERENCES

Chris Ambrosino

Graphic Designer, Valkyrie Enterprises

(757) 681-3567

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Neighbor and mentor of over 10 years.

Ashley West

**Patient Access Representative, VCU
Children's Hospital of Richmond**

(757) 755-4213

awest212@yahoo.com

Friend and classmate of over 10 years.