

# Janine Kelley

GRAPHIC DESIGN & MARKETING PROFESSIONAL

## Contact

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## Education

**Bachelor's of Science, Marketing**  
Western Governors University  
11/2019 - 09/2020

**Associates of Digital Design**  
Pierce College  
09/2013 - 03/2017

## Software

- **Adobe:**  
Photoshop, Illustrator, InDesign, Premiere Pro, XD, After Effects
- **Microsoft Office:**  
Word, PowerPoint, Excel

## Skills

- Web Design (Wordpress, Squarespace, Wix)
- Photo Editing/Manipulation
- Branding
- Typography
- 2-D Design
- UX Design
- E-commerce
- Social Media Marketing
- Email Marketing
- Google Ads
- Google Analytics
- SEO
- Project Management
- Customer Service
- Adaptability
- Attention to Detail
- Communication
- Time Management

## Professional Experience

### Marketing & Website Manager

Statements Tile & Stone / 03/2021 - Present  
Tukwila, WA

- Manage website updates, improving SEO and increasing organic traffic by 50%.
- Design marketing materials (brochures, catalogs, presentations), ensuring brand consistency.
- Oversee social media accounts, doubling followers in two years. Successfully doubled social media followers over the last three years.
- Enhance product/installation photos, ensuring high-quality visual content for marketing purposes.
- Engage with customers for content and curate visual portfolios.
- Assist with planning and executing showroom events to expand market reach.
- Assist customers in the showroom and provide design recommendations.
- Analyzed market trends and competitor activities to identify opportunities for growth and adjust marketing strategies accordingly

### Freelance Graphic Design

LOUD Cannabis / 03/2022 - 05/2024  
Tacoma, WA

- Partnered with the client to align design strategies with brand identity, target audience, and legal compliance.
- Designed impactful, compliant product labels for cannabis items, ensuring clear display of essential information and adherence to regulations.
- Developed creative packaging concepts that elevated product visibility on dispensary shelves while ensuring brand consistency.
- Coordinated with print vendors to prepare accurate, production-ready artwork and oversaw quality control to ensure high standards in final products.
- Produced eye-catching marketing materials, including postcards, menus, flyers, and email campaigns, to promote the brand, new launches, and special offers.

### Graphic Layout Specialist

Freeman Expositions, LLC / 10/2019 - 03/2023  
Las Vegas, NV

- Collaborated with sales and design teams to manage graphic production, ensuring brand alignment and client satisfaction.
- Designed and produced large-format graphics for posters, tradeshow backdrops, and more.
- Developed client layouts, providing samples and finalized designs for approval.
- Prepared production-ready layouts for seamless workflow and quality output.
- Coordinated with production teams to meet deadlines and ensure project accuracy.

### Graphic Artist

Free Slot Games of Las Vegas / 07/2018 - 10/2019  
Las Vegas, NV

- Designed and developed visual assets for new and existing game titles, maintaining alignment with evolving standards.
- Managed website content to showcase the brand and its offerings.
- Created illustrations, layouts, and promotional materials, ensuring consistency with brand guidelines.

### Graphic Design & E-Commerce Coordinator

International Pet Group / 07/2017 - 07/2018  
Las Vegas, NV

- Developed licensed products for Fortune 500 brands like Volkswagen, Energizer, and Sealy, adhering to strict corporate branding guidelines.
- Led product, packaging, and website design for Volkswagen, ensuring compliance with brand standards.
- Collaborated with overseas manufacturers to produce licensed products and designed innovative pet products to expand product lines.
- Managed e-commerce stores, overseeing product listings and optimizing user experience.
- Managed website design, graphics, and social media campaigns to support marketing strategies.
- Represented the company at trade shows, designing event collateral and networking with industry professionals.