

# Kelsey Wilkerson

Portfolio: [www.kelseywilkerson.com](http://www.kelseywilkerson.com) | kelseyannwilkerson@gmail.com | Tampa, FL

## PROFESSIONAL SUMMARY

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- **Strategic Creative Leadership.** 9+ years experience delivering high-quality work across digital, CTV, social, and traditional channels.
- **Project leader.** Experience leading projects across CPG and healthcare brands along with high ticket brands including Stellantics, Nike, and Kellogg's.
- **Data-Driven.** Thinking beyond aesthetics, I lead with a data-driven mindset and have a proven ability to define objectives, lead cross-functional teams, manage timelines, and present results to stakeholders.

## SKILLS & SOFTWARE KNOWLEDGE

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- Project management software such as Monday.com and JIRA
- Expert knowledge in the Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign and more)
- Advanced knowledge in Figma
- Working knowledge of HTML & CSS
- CRM systems
- Email Marketing Platforms such as Constant Contact and Mailchimp
- Generative AI tools such as Jasper, ChatGPT, and Midjourney.
- Google Workspace - highly proficient in PowerPoint and Google Slides.
- Project management AI tools to improve marketing efficiency (Monday.com, Notion and Asana)

## EXPERIENCE

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### SENIOR GRAPHIC DESIGNER

LIQUID CREATIVE | GAINESVILLE, FL

SEPT 2024 - JAN 2026

- Identified issues with the creative revision cycle driving a new process across all social and paid media creative work, increasing time in creative revision requests by 66%.
- Led and executed creatives for paid social campaigns with a budget of \$3,000 ad spend resulting in 600k impressions and 300 leads.
- Managed video production with a budget of \$20,000 across the state of Florida for the Florida Farm Bureau; managing project time-lines, tracking risks, and ensuring the final long-form videos met scope before presenting to the state legislature.
- Held a direct working relationship with CEO and Director of Marketing driving continual client success.
- Initiated design workflows and project management processes (using Monday.com, Google Sheets and Figma collaborative features) to support rapid growth, leading to increased efficiency and consistency of deliverables across a team of 8 people.

### FREELANCE MARKETING DESIGN & WEDDING PHOTOGRAPHY

KELSEY WILKERSON DESIGN & PHOTOGRAPHY LLC | CENTRAL, FL

MARCH 2023 - PRESENT

- Built and scaled a wedding photography business from the ground up, overseeing branding, marketing, client relations, and full-cycle project delivery for high-value clients. Personally managing on average 2-3 clients per month.
- Developed and executed integrated marketing journeys and event branding strategies for contract clients. Ensuring a cohesive brand message and consistent visual identity across all digital and traditional touchpoints.
- Concepted and designed a diverse portfolio of campaign assets, such as, print, digital video, banner ads, HTML5 ads, photography, illustration, logo design, animation and motion graphics.

### CREATIVE SOLUTIONS SPECIALIST

CLINCH | NY, NY

MAY 2023 - JUNE 2024

- Identified issues in our SaaS product based on client-facing feedback and led new UI/UX development with HTML & CSS support to improve client experience.
- Partnered with sales team on creative DCO implementations, scopes of work, and RFP's; leading to contracts up to \$115k in buy-in fees.
- Led large contribution to an RFP with strategic insight and planning resulting in a secured \$500k contract.
- Presented client demos of SaaS products and managed expectations across cross-functional teams.
- Drove a series of learning material for onboarding of new clients leading to less hands-on need of the education team and quicker onboarding experience for clients.

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## SENIOR INTERACTIVE / CREATIVE DESIGNER

INNOVID | NY, NY (*Position impacted by organizational restructuring*)

MARCH 2019 - FEB 2023

- Concepted and developed omni-channel ad campaigns, transforming briefs into high-performing videos; achieved a 6.4% engagement rate for major campaigns (e.g., Kellogg's Pringles).
- Served as p.o.c. for 7 contract designers, managing onboarding and QA of creative production improving delivery quality.
- Acted as CTV (Connected-TV) subject matter expert for client calls and agency partnerships advising which products, features and creative services would best fit their KPI's.
- Led collaborations with sales, developers and product engineers for custom creative solutions, RFI's and creative strategy presentation decks for high priority clients meeting tight deadlines and client expectations.
- Led feed-based and data-driven creative executions, managing versioning through CRM and Excel-based workflows, including inline styling adjustments to support layout variations.

## MOTION GRAPHICS ARTIST & VIDEO TEAM LEAD

OPTYM | GAINESVILLE, FL

2014 - 2016 (intern) 2017 - 2019 (FT)

- Developed motion graphics and UI animations for 8+ SaaS applications, shaping the UI/UX design and collaborating with teams in a fast-paced start-up
- Promoted to team-lead of 5 creatives. In this role I compiled weekly and monthly reports of the video team production timeline for Creative Director in a start-up environment.

## EDUCATION

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- Interactive Brand Design Certificate | School of Visual Arts New York, New York | 2020
- B.F.A. Art + Technology | The University of Florida Gainesville, FL | 2016