

# KYLIE BURST

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## SUMMARY

Experienced graphic designer with a strong background in creating compelling visuals to help elevate brands and enhance client communications.

## PROFESSIONAL EXPERIENCE

### ON THE MARK COMMUNICATIONS

#### GRAPHIC DESIGN MANAGER

2022-PRESENT

JUNIOR GRAPHIC DESIGNER • 2016-2017, GRAPHIC DESIGNER • 2017-2022

- Providing custom creative for brand identities, email campaigns, direct mail, fundraising events and more
- Guiding team of three designers by overseeing projects and conducting performance reviews
- Hosting monthly design team touch bases to cover industry trends, tips and regroup on projects
- Maintaining company and client websites by providing front and back-end development services
- Spearheading internal communications including flyers, sell sheets, social media and company events
- Coordinating with internal account managers, clients and external vendors to ensure timely delivery of assets
- Editing copy for various materials, ensuring consistent brand messaging and clarity

### KYLIE BURST CREATIVE

#### FREELANCE GRAPHIC DESIGNER

2016-PRESENT

- Conceptualizing and executing design assets, such as brand packages, invitations, large-format banners, social media graphics, welcome signage, custom calligraphy and more
- Developing outlined scope of work timelines, creative estimates and onboarding materials
- Communicating with clients throughout each stage of the design process

### APPLIED IMAGE INC.

#### DIGITAL CREATOR & SALES ASSISTANT

2020-2021

- Maintained three company websites using Wordpress and Apostrophe platforms
- Photographed and edited photos for Fortune 500 client projects, including Microsoft, Subaru and US Bank
- Produced content and graphics for social media, resulting in a 50% increase in followers
- Collaborated with sales reps to design slide decks and printed, multi-layer acrylic samples for pitches
- Worked directly with existing and prospective clients to gauge project needs
- Contacted vendors nationwide for jobs requiring outsourced installation and fabrication

## SOFTWARE & PLATFORMS

- Adobe Illustrator, InDesign, Photoshop, Lightroom, Acrobat, AfterEffects, Express, Firefly
- Microsoft Word, PowerPoint, Excel, Teams, Outlook
- Google Docs, Sheets, Slides, Forms
- Figma
- Canva
- MailChimp
- Constant Contact
- Monday.com
- Hubspot
- Wordpress
- Classy

## MISCELLANEOUS CAPABILITIES

- Photography / Photo Editing
- Calligraphy
- Copywriting & Copy Editing
- Illustration/Painting

## HUBSPOT CERTIFICATIONS

- Digital Advertising Certified
- Email Marketing Certified
- SEO Certified

## EDUCATION

Roger Williams University, 2016

Bachelor of Arts in Graphic Design Communications