


Maggie Kelly

 www.maggiekellydesigns.com

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PROFESSIONAL EXPERIENCE

Maggie Kelly Designs, LLC

Freelance Graphic Designer: April 2019 - present

- Design graphics for print and web use such as logos, rack cards, business cards, flyers, social media posts, and websites
- Design websites using modern custom management systems such as Wordpress, Weebly, Wix, Squarespace, etc.
- Work with clients such as Fiore Industries Inc. designing websites for the State of New Mexico, www.newmexicohistory.org and www.nmcpr.state.us

Stone Age Climbing Gym, Albuquerque, NM

Marketing Manager: June 2018 - April 2019

HR and Marketing Manager: Aug 2015 - June 2018

- Creation in graphic design projects for event advertisements and promotional material through Adobe Creative Suite applications
- Direct, schedule, and advertise weekly events through print materials, website, and social media accounts
- Manage Wordpress website, www.climbstoneage.com
- Write up internal communications and design layouts for internal training and education materials
- Interview, hire, train, and mentor staff
- Create weekly schedule of gym bookings and events, staffing, on-going staff clinics and trainings, and member clinics and events
- Coordinate and develop tasks with management team during annual membership sale and professional rock climbing competition
- Assist in developing annual marketing strategies and manage marketing projects and deadlines

Event Coordinator: March 2012 - Aug 2015

- Proposed creation of "Event Coordinator" position after seeing gap in system and thousands of dollars lost on potential bookings. Since creation, there are no lost sales.
- Conducted weekly confirmation calls for all upcoming bookings
- Processed payments and purchased orders
- Created and implemented "Ladies Night" events adding more than \$5,000 revenue per year
- Main contact for all local schools and churches booking events
- Main contact for national and local business booking team building sessions

ABOUT ME

- Willingness to keep learning and challenge myself.
- Creative, fun, positive, artistic, friendly, and down to Earth.
- Team Player, considerate, and open minded.
- Excellent communication skills.

PROGRAMS



EDUCATION

2016

Media Design

Master's of Fine Arts

- Course Director's Award in Organizational Structures
- Studies include Marketing, Branding, Copy Writing, Design Research, and Presentation



FULL SAIL
UNIVERSITY

2014

Digital Media

Associate's of Applied Science

- Phi Theta Kappa member - Honor Society for Community College GPA excellence
- Studies include Graphic Design, Film & Animation, Marketing, and Web Development



2009

Anthropology

Bachelor's of Arts

- Minor in Studio Arts
- Dean's List of GPA achievement
- John Sommers gallery exhibits: 2007, 2008, and 2009
- Studies include conducting Genetics, Biology, Cultures, Drawing I, II, III, & Painting I, II, III

