

SAM KERLIN

Graphic Designer & Content Creator

WORK EXPERIENCE

GRAPHIC DESIGNER

MARSHALLTOWN | February 2019 - Current

- Design graphics for print & digital applications.
- Generate artwork for tradeshow displays, decals, advertisements, web/social media content, & promotional materials.
- Develop strategies for social media marketing.
- Work with marketing department & 6 product managers to execute creative strategies.
- Constantly adhere to company guidelines & strict deadlines for several projects at once.
- Produce professional product photography.

FREELANCE GRAPHIC DESIGNER

Adducci Designs | November 2011 - Current

- Provide various design services to clients: photography, photo editing, brand design, social media planning, advertising, & other similar projects.

COMMUNICATION SPECIALIST

Bethel Church | October 2017 - July 2018

- Maintained & updated bulletins for church services & the weekly E-Newsletter.
- Created designs & logos to be used on signage & promotional materials for various events, sermon series, 12 church ministries, etc.

LEAD GRAPHIC DESIGNER

Crary Industries, Inc. | November 2014 - November 2017

- Designed all literature for 6 product lines & worked with local printers on production.
- Created graphics for tradeshow displays, logos, decals, print/digital advertisements, web/social media content, & promotional materials.
- Worked alongside marketing director & 3 product line directors to implement creative strategies.
- Enforce strict deadlines for up to 12 projects at once.
- Shot & edited product photography for 5 catalogs and 6 websites.

TECHNICAL WRITER/ILLUSTRATOR

Crary Industries, Inc. | March 2013 - December 2014

- Control manual updates for ECHO Bear Cat product line.
- Updated drawings/illustrations for manuals & instructions using Creo Illustrate & Adobe Illustrator.

ART COMMITTEE HEAD

Fargo Moorhead Derby Girls | October 2012 - June 2018

- Managed all league marketing and public relations.
- Designed artwork for posters, promotional materials, social media content, & website.

CONTACT

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EDUCATION

Bachelor of Arts

GRAPHIC DESIGN

Minnesota State University Moorhead
2008-2012

Bachelor of Science

MASS COMMUNICATIONS EMPHASIS ADVERTISING

Minnesota State University Moorhead
2009-2012

SKILLS

Project Management
Customer Service
Skillful Communication
Event Planning
Research/Strategy
Individual & Team Capabilities
Photography & Editing
UI/UX Design

SOFTWARE

●●●●● Adobe InDesign
●●●●● Adobe Illustrator
●●●●● Adobe Acrobat
●●●●● Adobe Photoshop
●●●●● Adobe Bridge
●●●●● Adobe Lightroom
●●●●● Adobe Premiere
●●●●● Final Cut
●●●●● Spark AR
●●●●● Microsoft Office
●●●●● Social Media Analytics
●●●●● Wordpress/Wix
●●●●● Mail Chimp/Constant Contact

REFERENCES AVAILABLE
UPON REQUEST