



KELSIE EDWARDS

ART DIRECTOR

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST 2022 - Current

Opportunity Enterprises, Inc - Valparaiso, IN

- Post regularly on over 8 active accounts, creating photo and video content
- Work closely on a team with graphic designer & copywriter
- Design for web using Wix, Squarespace, Wordpress & Shopify

MEDIA SPECIALIST/ ASSISTANT MANAGER 2020 - 2022

Pitaya - Bloomington, IN

- Created store Instagram in which significantly contributed to the 85% increase of sales for the 2021-22 year
- Working in-person & remote to create digital design content to be displayed on social media accounts/website that reach over 23,000 individuals
- Supervise sales staff, assist customers, conducted transactions & styled store mannequins/windows

EDUCATION

BOOK180 - Remote Portfolio School March 2023

Inaugural Class of Accelerated Portfolio Program

- Young Ones One Show 2023 - PETA
 - Merit - Experiential
 - Merit - Digital, Online & Mobile
- Amy C. Taylor Scholarship Recipient



Indiana University - Bloomington, IN Dec 2021

Degree: Bachelor of Arts in Media Advertising

Specialization: Creative Advertising & Media Psychology

- Dean's List: Summer 2021, Fall 2021
- Phi Theta Kappa Scholarship

Ivy Tech - Gary, IN May 2019

Degree: Associate of Science in Business Administration

- ASAP Program Graduate/Cohort Salutatorian (Accelerated Cohort Associate Degree Program)
- ASAP Club Vice President/Public Relations Officer
- Phi Theta Kappa Honor Society/Kappa Beta Delta Business Honor Society

CONTACT

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EXPERTISE

- Sleek Design
- Social Media
- Cultural Insights
- Coworker Pep Talks

SKILLS

