



Kristen Marks

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Tech Skills

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro, etc.)
Microsoft Software (PowerPoint, Excel, Word, Outlook)
Salesforce
HootSuite
Team Management Software (Trello, Slack, etc.)
macOS and PC
Nikon and Canon Equipment (DSLR Cameras)
Basic HTML

Design Skills

Illustration
Typography
Multi-page layout
Color theory
Logo creation
Composition
Branding guidelines

Marketing Skills

Strategic marketing
Social media marketing
Personal selling and sales management
Business to business marketing
Consumer behavior
Integrated marketing communications
Print and digital marketing campaigns

Experience

Nov. 2021 - Present

Consultant/Global Digital Designer

ManpowerGroup, Milwaukee, WI - Remote work

- Develops design for digital and print platforms including web, social, PowerPoint, video and email
- Create static and motion graphics for digital use on web, mobile, email, social media and digital publications
- Design visuals for social media platforms: Facebook, LinkedIn, Twitter, YouTube and Instagram
- Design and build out presentations for internal and external audiences

May 2021 - Nov. 2021

Marketing

Bobcat of Rockford, Janesville, and Dixon

- Maintained an up to date inventory, create promotional ads, and employee profiles on company website (photographing equipment and employees)
- Created print and digital marketing campaigns
- Performed data entry, set up spreadsheets (Excel), and filter through prospective/target customers
- Recorded videos (such as machine demos) and edit in Premiere Pro for the purpose of aiding in the selling of machinery
- Started a YouTube channel for the dealerships to post videos for easier access to customers.

Feb. 2021 - June 2021

Creative Assistant/ Photographer

Sugar Britches, Rockton, IL

- Produced photography and graphics for candy product promotion for business social media platforms including Facebook and website
- Created instructional videos for a seasonal project for staff and customers to follow as well as written instructions
- Assisted in creating Facebook and Instagram posts

Sept. 2018 - May 2020

Graphic Designer

Carthage College - Office of Visual and Performing Arts

- Designed multiple posters and signage for various events on campus using Adobe Creative Cloud software
- Crafted social media cover photos for Facebook
- Experience with branding guidelines, logos, print materials (posters, signage, etc.), graphics/ cover photos for social media, etc.
- Chosen to create the layout and design for the 2020-2021 fine arts brochure (used for 2021-2022 as well)

Jan. 2017 - May. 2020

Photographer

Carthage College - Communications Office

- Produced photography for various events around campus including academic events, theatre performances, etc.
- Post-production in Photoshop and Lightroom
- Photos used in numerous promotional materials for the college both digital and print
- Photo featured in one of the light banners around campus

Education

Sept. 2016 - May. 2020

Bachelor of Arts

Carthage College, Kenosha, WI

- Pursued a double major in Marketing and Graphic Design
- Awards include: The Anderson Presidential Scholarship and being on the Dean's List from Fall 2016 to Fall 2019
- Initiated into the Lambda Pi Eta Organization in 2020 the National Communication Association's official honor society
- Graduated Magna Cum Laude (Overall GPA: 3.7)