

# KAELI WARDE / DESIGN & MARKETING

512.492.2005

wardekaeli@gmail.com

ktx-design.com

## Education:

- May 2017** **Bachelor of Fine Arts**
- Cum Laude
  - Dean's List (x4)
  - Awarded "Best Design" in 2017 Smart Cities Hackathon
- Communication Design*  
Texas State University  
San Marcos, TX

## Experience: UBEO Business Services February 2017 – Present

### Lead Designer + Marketing Strategist June 2020–Present

As the lead designer on a team of 7, I am responsible for creating and delivering all visual assets & facilitating approvals/feedback on any design related assets provided by outsourced vendors. Marketing & design strategies include but are not limited to:

- Marketing email cadence & sequences
- Email module design & A/B testing
- Concept to creation of a sales ready website with emphasis on conversion
- Event coordination & asset creation for 52 branches nationwide
- Customer facing product demos
- Increasing brand awareness by creating an updated & cohesive look across all assets; print & digital.
- Managing the re-brand of all acquired companies' physical locations and fleet
- Presenting to large groups ie.) Case study presentations, leading educational webinars, internal asset launches
- Collaboration & design efforts based on workshops with executive leaders

### Designer + Brand Strategist June 2017 – June 2020

Responsible for creation and delivery of all visual assets with final approval through the Director of Marketing. Maintained brand control both internally and externally with direct communication from the field team on collateral and marketing asset needs. Daily tasks included but not limited to:

- Website updates & page building
- Print design & production
- Social media creative & posting
- Communication & integration with newly acquired companies
- Creative concepting, campaign planning & visual asset creation
- Sales support needs both print & digital

### Design Intern February 2017 – June 2017

UBEO (formerly DOCUmentation) brought me onto the team to assist with the transition from DOCUmentation to UBEO. This included a complete overhaul of all printed collateral, digital assets & physical / environmental design. I worked closely with the Director of Marketing to ensure all assets had been transitioned with cohesive branding.

## Skill Sets:

### Adobe Design Suite

Proficient in InDesign, Illustrator, Photoshop, Premiere & AfterEffects.

### Asana

Power user of the Asana project management platform. Daily use for communication, task management & file sharing with the marketing team.

### Sharepoint

Mapped, structured, designed & executed a new intranet on Microsoft sharepoint.

### HubSpot

Extremely familiar with the dashboard & capabilities. Well versed in creating marketing emails, landing pages, web pages, blog posts, social posts & forms.