



Hi there. I'm Kelly. A Chapel Hill-based visual marketer who loves data visualization, to-do lists, and Instagram. Let's work together.

EXPERIENCE

Industry Standard Research — Cary, N.C. *Design and Marketing Associate — 2012-current*

- Design reports and marketing materials
- Design html emails and developed campaign strategy
- Research and designed infographics relevant to the pharmaceutical industry
- Manage the company's social media presence on Twitter, LinkedIn, and SlideShare
- Increased web traffic over 300% since 2012 and doubled organic search traffic

Kelly & Pavel Design — kellyandpaveldesign.com *Owner — 2012-current*

- Grew the small Etsy shop into a wholesale supplier with over 50 retail locations in 9 states
- Use social media, paid search ads, and targeted emails to drive traffic
- Design and create laser-cut jewelry using Illustrator and CAD software
- Respond to customer feedback and questions

LinkedIn — Remote *Contract Designer — 2014-2015*

- Researched and designed Infographics and marketing materials for web
- Adapted infographics for international audiences

Chapel Hill Magazine —Chapel Hill, N.C. *Associate Art Director — 2012*

- Designed the 80-120 page magazine and created graphics for *The Weekly* newspaper
- Worked with local and regional clients to design print, email, and online ads
- Styled photo shoots and edited photos for print and online

Powering A Nation —Chapel Hill, N.C. *Design Fellow — Summer 2012*

- Headed the design team for the Webby-nominated site: 100gallons.org
- Created motion graphics, interactive graphics and static graphics

The Daily Tar Heel — Chapel Hill, N.C. Circulation: 38,000

Visual Managing Editor/Art Director 2011-12

Design Editor — 2010-11, Assistant Design Editor — 2009-10

- Oversaw the first full redesign in over 10 years
- Directed visual presentation in print and online, supervising 250 staff members
- Designed pages, infographics and interactive content.
- Edited photos, videos and posted content to the website

National Geographic Magazine — Washington, D.C. *Information Graphics Intern — Summer 2011*

- Researched and created information graphics for print and iPad

Bean & Leaf Magazine — Chapel Hill, N.C. *Art Director — Fall 2012*

- Directed photo shoots and visual design from start-up to press
- Created of an iPad app, which is free in the App Store: <http://bit.ly/zjikUM>

EDUCATION

University of North Carolina at Chapel Hill — August 2009 — May 2012

Honors Thesis: A cross-cultural analysis of color use in information graphics

B.A. Journalism and Mass Communication; Editing and Graphic Design Sequence

HONORS

Emmy Nominee — News and Documentary Emmy Award nominee for 100Gallons.org — 2013

Webby Nominee — Websites: Green Category for 100Gallons.org — 2013

2nd Place, Interactive or Animated Infographic for "What Does 100 Gallons Cost?" — SSND— 2013

2nd place for 100gallons.org — National Press Photographers Association — 2012

Stuart Sechriest Award for Visual Communication — 2012

1st Place, Infographics — Student Society for News Design Student Competition, 2012

National Finalist, Page one design — Associated Collegiate Press, 2011

2nd Place, News Section Design — N.C. Press Association, 2011, 2012

2nd Place, Illustration —N.C. Press Association, 2012

Quincy Mills Journalism Scholarship, 2011

SKILLS

Social Media

Website design

SEO

Digital Marketing

Illustrator

Infographic design

Photoshop

InDesign

HTML email design

HTML/CSS

After Effects

Data visualization

Twitter

Slideshare

LinkedIn

Branding

Microsoft Office

Magazine Design

iPad Design

PowerPoint Design