



KIMBERLY McINTYRE

CREATIVE DIRECTOR

EDUCATION

Kennesaw State University
2010 Kennesaw Internet
Professional Certificate

SKILLS

Web Development Skills:
HTML 5, CSS, PHP, JQuery,
WordPress, Joomla, ZenCart

Proficient in Adobe CC:
Dreamweaver, InDesign,
Photoshop, Illustrator

Advanced in Microsoft Office:
Word, Excel, Power Point,
Publisher, Access

Versatile Operating Systems:
Windows and Mac

PORTFOLIO

www.wanetamc.com

MEMBER

Atlanta Web Design Group
WordPress - Atlanta
Adobe User Group - Atlanta

PROFESSIONAL PROFILE

Accomplished Graphic Designer with over ten years professional experience in designing and publishing websites, email campaigns and marketing collaterals. Promoted to Creative Director for a large furniture distributor leading the Graphics Department to meet timely deadlines producing a variety of digital and print designs. Highly motivated to stay up-to-date with industry standards of design by seeking and participating in relevant events and conferences.

EXPERIENCE

BELNICK INC. | CANTON, GA | 2014 - PRESENT

- Lead the Graphics Department while working alongside Marketing and IT to coordinate appropriate designs for websites, microsites and email campaigns
- Collaborate in brainstorming, marketing and advertising concepts across company divisions and brands
- Create and maintain cohesive logo and packaging design
- Design multiple brand specific catalogs for print and digital publishing within a strict deadline
- Create print ads, marketing flyers, hangtags and banners for tradeshow
- Render furniture with various fabric selections
- Direct photography in lifestyle photo shoots

POWER MARKETING & PRINTING | ALPHARETTA, GA | 2014

- Designed print materials including: business cards, flyers, brochures and catalogs
- Plated jobs for web press
- Ran jobs on Xerox Digital Printing Press
- Led color correction division
- Assisted with web development and design

WESTWINDS WATERFRONT RESORT | TREASURE ISLAND, FL | 2009-2014

- Implemented sales and marketing strategies that resulted in immediate increase in occupancy rates
- Led email and social media marketing
- Created Google Ad campaigns based on keyword analysis to drive organic SEO
- Designed and maintained the company website
- Customized booking CRM
- Managed multiple online travel agency platforms