








CONTACT

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-  Colorado Springs, CO

EDUCATION

MULTIMEDIA GRAPHIC DESIGN

Pikes Peak State College
Associates of Applied Science
August 29th, 2023

Certification Foundations of Multimedia Graphic Design

Pikes Peak State College
May 13th, 2023

500 Register Yoga Teacher

Yoga Works
February 3rd, 2019

AWARDS

AMERICAN ADVERTISEMENT AWARD

Integrated Advertising
Consumer Campaign
February 25th, 2023

DEAN'S LIST

3.818 GPA
May 13th, 2023

CALEE PARKER

MULTIMEDIA GRAPHIC DESIGNER

PROFESSIONAL SUMMARY

As a creative and detail oriented graphic designer with over three years of experience, I possess a skill set spanning multiple mediums and a solid background in marketing. Proficient in Adobe applications, I excel at meeting deadlines while maintaining quality standards and dedication to maintaining brand consistency. A collaborative team player with adequate communication skills, I am adept at listening to client needs and providing expert feedback to ensure client satisfaction.

- Highly skillful at using programs in the Adobe suite, including InDesign, Photoshop, Illustrator, and After Effects.
- Experienced in executing digital marketing plans, specifically with campaigns and social media content.
- Proficient in time management and problem solving abilities, directly resulting in the successful completion of projects with minimal oversight, fostering optimal collaboration with team members.

WORK EXPERIENCE

MARKETING COORDINATOR

May 2023-Present

Manitou Springs Chamber of Commerce

- Lead coordination of annual visitors guide booklet, distributing 65,000 copies statewide and nationwide, featuring over member listings and advertisements.
- Manage marketing efforts for over 200 members, strategizing to effectively market them to the local and visiting population.
- Responsible for overseeing a marketing budget of \$125,000, implementing cost saving measures that resulted in over \$5,000 in savings for the organization.
- Collaborated with the marketing board to ensure adherence to brand standards and facilitate three efficient campaigns that resonated with our target audience in 2023.
- Partnered with the event coordinator to promote sustainable tourism, contributing to the Manitou Cares initiative by developing a brand identity and messaging to encourage both tourists and locals to care for Manitou Springs.



SKILLS

Brand Management

Creative Problem Solving

Graphic Design Expertise

Motion Design

Adobe Software Proficiency

Google Analytics

Typography

Digital Marketing

Email Marketing

Campaigns

Photography

Wordpress

Marketing Collateral

Research Skills

Adaptability

Collaboration

Attention to Detail

WORK EXPERIENCE CONTINUED

- Successfully increased email marketing engagement by 17% over the past year, with improvements in engagements.
- Met deadlines consistently and exhibited strong attention to detail when revising work, ensuring accuracy and quality in all marketing materials and campaigns.
- Effectively communicated and conveyed ideas and plans to team members and chamber members, ensuring alignment and understanding when working on marketing collateral or event signage.

GRAPHIC DESIGN INTERN

January - May 2023

Space Foundation

- Collaborated extensively with the design team to craft numerous marketing collateral, signage, and exhibit designs for the global event, Space Symposium 2023
- Adhered closely to brand standards while developing print collateral, social media content, illustration design, and motion graphics, ensuring a cohesive visual identity across all platforms.
- Effectively communicated design principles and elements to department members and stakeholders, facilitating a shared understanding of our creative vision.
- Worked with production project budgets of \$25,000, demonstrating efficient resource allocation and cost effective project management practices.

Social Media Strategist

May 2020- December

2022

Yoga Studio Satya

- Worked exclusively with adobe XD to design numerous social media layouts that followed the principles of design.
- Created content and copy for two social media channels, including Instagram and Facebook, and analyzed customer responses to develop targeted messaging. Grew social media following by 50% through organic means.
- Collaborated with the marketing team on social media campaigns that led to a 20% increase in engagement, resulting in an increase in membership purchases.

REFERENCES

Susanne Arens | Crystal Peaks Design Owner | (719) 502-3200

Peter Strand | Chair of MGD Department | Pikes Peak State College | (719) 502-3730

Mayo Davison | Media & Public Affairs | Space Foundation | (719) 238-9064