

KARA KETTLESON

karakettleson.com

☎ (815) 751-3582

✉ karakettleson@gmail.com

🔗 linkedin.com/in/kara-kettleson

Skills

Graphic Design
Website Design & Development
User Experience (UX) & User Interface Design
Front-end Development
Custom CMS Development
Visual Identity & Branding

UX Research
Web Analytics
Webmaster Services
Social Media Optimization (SMO)
Search Engine Optimization (SEO)
Social Media Analytics

Management
Teamwork
Communication
Multitasking
Team Leadership & Project Management
Creative Problem Solving

Adobe Creative Suite/Creative Cloud
Microsoft Office

Northern Illinois University #1 ranking:
in Professional Practices Class
Rochelle Area Community Foundation:
Marketing Chair & Grants Committee
Philanthropist
Outdoor Enthusiast

Education

Northern Illinois University

Bachelor of Fine Arts majoring in
Visual Communication

Kishwaukee Community College

Associate of Arts, Phi Theta Kappa Honor Society

Experience

HotRocket Development 2022

Lead - Graphic & Website Design/Development

Graphic design, illustration, website design
& development, HTML, CSS3, WordPress,
Wix Editor X, GoDaddy, Shopify

News Media Corporation 2011 to 2022

Digital Systems Manager

Management of all digital systems. Creation,
integration, and management of new products
created in house and third party systems.
Social media and website management.
Web analytics reporting and digital services
inventory reporting. Create effective tools
and strategies for moving printed products into
a digital world.

*Graphic Design, Website Design & Development,
Project Management*

Marketing strategy, UI and UX processes,
web coding, creating and executing training and
materials, and post project management.

Rochelle Area Chamber of Commerce & Business Development 2010 to 2011

Graphic Designer, Executive Assistant

Design all materials including invitations, tickets,
posters, newsletters, community guide magazine,
social media account management, research
digital processes; daily office tasks including
accounting, organization, event planning, and
budgeting

Holcomb State Bank - Teller 2007-2011

Rochelle Township High School &

Rochelle Middle School - Dance Coach

Freelance - Design, 10+ years to Current