



KELSEY SWANSON

Graphic Designer & Marketing Strategist

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DESIGNER STATEMENT

As a designer and marketer, I take pride in creating visually compelling work that aligns with brand identity and marketing objectives. I strive to focus on understanding the brand's vision and ensuring that each design enhances engagement and strengthens the brand's presence. Collaboration and trust are key factors in my process, and I am committed to using my skills to influence and educate through impactful campaigns. I am always eager to learn and grow continuously, using new technology and innovative strategies to help share inspiring stories and increase brand awareness.

SKILLS

Microsoft Office Suite	Adobe Photoshop	Adobe Illustrator	Adobe InDesign
Adobe Dreamweaver	Canva	Hootsuite	Trello

WORK EXPERIENCE

Social Media Intern

October 2024 – Present

Q Jewelry

- Curated and styled jewelry pieces for photography, capturing high-quality product images to enhance visual appeal and maintain brand consistency.
- Crafted engaging captions and strategically planned weekly content to boost social media presence and align with audience engagement trends.

Marketing Intern

May 2024 – September 2024

Helpline Center

- Coordinated marketing merchandise orders, designed visually appealing flyers, and created online newsletters to support brand promotion and engagement.
- Developed engaging social media content, authored a press release, and executed strategic campaigns to enhance brand awareness and support “The 437 Project.”

Teller

April 2022 – May 2023

First Dakota Bank

- Processed customer transactions with accuracy and efficiency while delivering exceptional service and resolving account inquiries.
- Identified customer needs, provided tailored product recommendations, and contributed to achieving branch sales goals.

EDUCATION & PROFESSIONAL DEVELOPMENT

Dakota Wesleyan University | Graphic Design & Marketing | Mitchell, SD

May 2025

Southeast Technical College | Business Administration & Marketing | Sioux Falls, SD

May 2023

CERTIFICATION

Hootsuite Platform Certification | Hootsuite | Online

November 2024

Social Media Marketing Certification | Hootsuite | Online

November 2024