



Kelly Wilder

GRAPHIC DESIGNER

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4621 Ridge Walk Lane
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PROFICIENCIES

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Acrobat
Adobe Premiere Pro
Adobe Muse
Adobe AfterEffects
Adobe Dreamweaver
Quark Express

Microsoft Office
Google Suite

WordPress
Email Marketing
VisionData

EMPLOYMENT HISTORY

MARKETING MANAGER | Witham Family Hotels (March 2013-Present)

Managed the marketing efforts for a company of 13 hotels, 3 restaurants, seasonal rental units and a Spa. Over nearly 5 years I have been instrumental in the development of a recognizable brand, created a marketing plan and budget, narrowed the scope of ads to the ones with the highest ROI, redesigned all the websites, created a social media presence, invested in digital marketing efforts and optimized our intake systems for tracking marketing efforts. Some of my additional responsibilities include:

- Human Resources: I often help organize employee education, events and trainings, developed the online employee portal and frequently function as support.
- Graphic Design: I created everything from advertisements to guest directories, marketing collateral, sales displays, some websites, in-room magazine, menus, etc. Many items I printed in-house.

FREELANCE GRAPHIC DESIGNER | (2012-present)

Most projects were small businesses in their infancy with a need to develop a brand and all the associated collateral.

GRAPHIC DESIGNER | The Ellsworth American (2011-2013)

Duties Included: Design advertisements and promotional materials for print and digital editions, layout editorial pages, export finalized documents to the RIP drive for print production, VisionData and Adobe troubleshooting, photo retouching and digital illustration, build templates, worked closely with sales and editorial staff on projects. Built both static and non-static web banner and tile ads.

PERSONAL ASSISTANT | David J. Witham (2010 Season)

Provided personal assistant services to Hotelier David Witham, owner of Witham Family Hotels and concurrently managed the Witham Information Center in Bar Harbor.

SPA RECEPTIONIST | Bar Harbor Inn & Spa (2006-2010)

I spent summers through college working at the Spa as the Head Receptionist (Employee of the Month, June 2009) Duties Included: Answering phones, scheduling appointments, handling payments and billing, reviewing resumes and interviewing candidates for employment, managing products (sales, stocking, ordering and inventory) and communicating with clientele and management.

EDUCATION

INTERNATIONAL ACADEMY OF DESIGN & TECHNOLOGY | 2012

Graphic & Web Design courses taken online to develop technical skills

UNIVERSITY OF MAINE AT ORONO | Bachelor of Arts Degree 2008-2011

Major: Journalism & Advertising | Minor: Public Relations

UNIVERSITY OF MALTA | Study Abroad 2010

In 2011 I had the opportunity to study and travel abroad in the Mediterranean country of Malta. It was an exceptional experience and has ignited a lifelong love of travel!

NORTHEASTERN UNIVERSITY | 2006-2008

Boston, Massachusetts | Major: Journalism

SNAPSHOT

8+ years of industry relevant experience

Work effectively both independently or in a team environment

Creative, interested in latest design trends

Willing to take on challenging projects

Comfortable receiving constructive criticism

Experience with printing processes, file formats and document markups

Comfortable with both Mac and PC

High energy, positive attitude, enthusiastic

Deadline driven and able to prioritize multiple tasks and projects

Can complete tasks/projects under tight time schedules and strict guidelines

Attentive to project details (font consistency, baselines, margins, client guidelines etc.)

Experience working with a variety of clients, agencies & personalities

EXPERIENCES

SCORE | 2017

This year I became a certified SCORE mentor with the Downeast Maine chapter. My contributions are mostly focused on marketing a small business, or leveraging marketing efforts to help an ailing business. It's been a deeply rewarding endeavor to not only work with local businesses who enrich our community but also other mentors who I've found to be earnest, enthusiastic, and experts in their unique fields. My specific duties include counseling clients and working through their marketing strategies, conducting marketing workshops, recruiting new mentors and clients for our Score chapter and marketing any events we host.

Marketing & Membership Committees | Chamber of Commerce

For the last several years I have served on the Marketing & Membership committees of two local chambers (Bar Harbor and Ellsworth). Through this process I've gained a broader experience of marketing events and services to a community through both B2B and B2C, as well as helped bring a number of events and educational sessions to the community.

Professional Development | Tourism & Hospitality

During my time at Witham Family Hotels as the Marketing Manager, I attended dozens of conferences, training sessions, leadership retreats and professional gatherings which have encouraged my professional growth and kept my marketing skills sharp.

Tutoring | Literacy Volunteers of Bangor

I completed the trainings required to be a certified literacy tutor and spend time weekly volunteering with a student.

Travel |

Perhaps my love of travel is how I ended up in the hospitality field to begin with. My first international trip was a humanitarian trip to India in 2009, followed by a semester abroad in Malta. I was hooked! Since then, I've been fortunate to have opportunities to visit many countries in Europe, North Africa and South America. There's something very enlivening about experiencing a new place and new people.

REFERENCES

I have known each of these references both personally and professionally. They have worked closely with me and can speak to both strengths and challenges.

TERRI SWANSON | terrijswanson1967@gmail.com or 207-266-3490

Terri and I first met when I was a 13 year old candy-striper volunteer at the local hospital where she worked in Human Resources. Over the years she has become a friend and professional mentor, and again became my supervisor when she took over as Human Resources Director for Witham Family Hotels.

GEORGE MANNING | manningg@nku.edu or 207-664-9787

I met George when he conducted a leadership training for us at Witham Hotels. We've since become close professional friends and I often help him prepare his presentations for other trainings. I designed the cover of the next edition of his book *The Art of Leadership*, to be published by McGraw Hill in 2018.

JULIE CLARK | jclark@ellsworthamerican.com or 207-266-0133

When I started as a graphic designer in the composing department at The Ellsworth American/Mount Desert Islander newspapers, Julie was the advertising department manager and frequently gave me feedback on projects. She later became my account representative for Witham Hotels.