

KRISTIN CLARKE

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✉ kristin@mcclarke.com

» EDUCATION

B.A. in Studio Art - Graphic Design
University of Missouri - Kansas City
August 2003 - December 2006

Computer Science Program - 32 hrs
University of Missouri - Rolla
August 2002 - May 2003

» PRIMARY SKILLS

Adobe Creative Suite
Mac and Windows Platform

Social Media Management

HTML & E-mail Marketing

Current Pre-press Standards

Microsoft Office Suite

Certified Projectionist - Level 1

» COMMUNITY AWARDS & AFFILIATIONS

American Advertising Federation - Kansas City, Silver Addy
February 2012

Junior League of Kansas City, MO
2013 - present
2014 - 2015 *Editor, Inside Scoop*

Fantastic Women Read Book Club
2011 - present (*Founder*)

Kansas City Roller Warriors
2006 - 2011
2011 *Lifetime Achievement Award*
2010 *Most Valuable to the League*

» PROFESSIONAL SUMMARY

Independent Graphic Designer (*Small Business Owner*) with over ten years of experience. Versatile, social-media-minded professional with management experience ranging in size from small business marketing to full-scale corporate promotions. Able to execute projects independently and exhibit the flexibility to successfully interact with a variety of personalities. Champion of clever ideas and bringing them to fruition while ensuring timely completion of project deadlines.

» PROFESSIONAL EXPERIENCE

Focused on Brand Development / Marketing Strategy / Teamwork

- Leading a team in producing effective marketing communications
- Managing a small business with a six-figure operating budget
- Growing market share while streamlining marketing efforts
- Developing brand identities for small businesses
- Daily designing for print, screen, and web collateral to support client promotions and events
- Designing and launching e-commerce websites along with a strong social media presence
- Communicating client ideas effectively into completed works of art
- Recreating vector art from files with low resolution

» PROFESSIONAL HISTORY

President
McClarke Marketing, Inc.
November 2011 - Present

Web Designer
Langley-Empire Candle Company
June 2012 - May 2013

Graphic Designer
CommunityAmerica Credit Union
August 2007 - June 2012

Director of Marketing
Kansas City Roller Warriors
2009 - 2011

Contract Graphic Designer
City Manager's Office - OMB
January 2007 - July 2007

Graphic Designer / Project Manager
Brandon & Brandon, Inc.
May 2006 - January 2007