



727-643-7821

Kelli Kreighbaum

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MY JOURNEY

ART DIRECTOR 2/10 - Present

Roger West Creative in Tampa, FL

Design and develop projects from concept to completion for traditional and interactive use. Projects include HTML emails, landing pages, micro sites, websites, blogs, direct mail campaigns and brand identities for a variety of clients. Gaining valuable UI, HTML/CSS, marketing and SEO knowledge.

ART DIRECTOR 3/08 - 2/10

FKQ Advertising in Clearwater, FL

Worked closely with Copywriters and Creative Directors to design, create and execute conceptual campaigns and create brand collateral, including brand identities. Gained valuable HTML/CSS, SEO and email best practice knowledge while designing and developing websites, email and banner campaigns for Clients such as Transitions, Dollar and Thrifty Automotive Group and Melitta.

DESIGNER 7/07 - 3/08

Eagle Marketing in Clearwater, FL

Designed and developed a variety of layouts including, postcards, brochures, CD/DVD package design, posters, book covers, and business collateral for both in-house and client use. Worked on Harley Davidson, Bay News 9, Eckerd College and DIRECTV accounts and gained valuable pre-press and print production knowledge.

DESIGN INTERN 6/07 - 9/07

Pyper Paul + Kenney in Tampa, FL

Assisted in the concept and creation of advertising campaigns for clients such as Circle K, The Florida Aquarium, The Palm Restaurant, Sweetbay, Reeves Imports and Tiresplus.

DESIGNER 11/06 - 6/07

International Academy of Design + Technology in Tampa, FL

Created IADT's trade show booth for SIGGRAPH. Designed and developed a portfolio website for Academy graduates. Created posters, signage, and other marketing materials for use in and around the college.

EDUCATION

INTERNATIONAL ACADEMY OF DESIGN AND TECHNOLOGY (IADT)

Bachelor of Fine Arts Degree in Graphic Design {3.93 GPA} Received 2008

RECOGNITION

- ★ 3 Gold ADDY Awards
- ★ 1 Silver ADDY Award

COMMUNITY

- ★ Member of Ad 2 Tampa Bay
- ★ Ad 2 Tampa Bay Student ADDY Chair {2008-2009}