




Kerrisa Olinger

 763.232.9480

 kerrisa.olinger@gmail.com

PORTFOLIO LINK

www.khportfolio.com

EDUCATION

B.S., Marketing
Iowa State University

SKILLS

Adobe Creative Cloud: Acrobat, After Effects, Illustrator, InDesign, Photoshop

Microsoft Office: Word, Excel, PowerPoint

Other: Mail Chimp, Word Press

EXPERIENCE

Graphic Design Manager

Putco Inc: Truck Accessory Manufacturing

July 2023 - Current

- Develop effective designs and layouts, including logos, trade show displays, print and digital publications, catalogs, web ads, sell sheets, packaging, and brochures.
- Design and prepare digital promotions, including e-blasts, websites, banners, social media, and marketing collateral.
- Responsible for overseeing photographer assignments.
- Complete assignments in a timely, accurate, and professional manner.
- Proofread and ensure the accuracy of details such as font type, size, color, copy, and product specifications.
- Follow existing brand guidelines for multiple product lines.
- Create brand standards for new products.
- Edit digital photography of products.
- Stay current with graphic design technology and trends by attending monthly online Adobe conferences.

Volunteer Graphic Designer

Camp Sweet Life: Type 1 Diabetes Non-Profit

December 2022 - November 2023

- Established brand guidelines based on past collateral.
- Collected ideas, expectations, goals, and approval from board members for camp projects such as brochures, flyers, social media posts, apparel, and logos.
- Collaborated with a volunteer printing company to produce the camp apparel store.

Marketing Coordinator/ Graphic Designer

KEYC News Now: Multimedia Agency

July 2022 - May 2023

- Provided administrative support by conducting regular meetings to communicate promotional ideas for sales.
- Used Adobe CC to create engaging digital advertisements.
- Constructed e-blasts and various web pages for company promotional items.
- Worked with 3rd party printing companies to produce station materials and apparel.
- Organized and planned promotional events within the community.
- Coordinated with station managers to boost office morale by organizing events, outings, and interactive boards.