



# KIM STOCKLEY / DESIGNER / MARKETER / KIMSTOCKLEY.COM

## SKILLS

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- **GRAPHIC DESIGN:** Adobe Creative Suite: Photoshop, Illustrator, InDesign; basic Dreamweaver
- **WEB DESIGN:** WordPress (.org and .com) theme customization, HTML, CSS(3), basic JavaScript and jQuery, Responsive design, Chrome Developer Tools, Information Architecture, Sublime Text 2
- **SOCIAL MEDIA:** Facebook, Twitter, Instagram, Pinterest, Vine, Storify, Hootsuite, Simply Measured

## EXPERIENCE

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### GRAPHIC DESIGNER + SOCIAL MEDIA SPECIALIST // ISEP // ARLINGTON, VA // 10/12 – PRESENT

- Design promotional collateral consistent with ISEP's brand, from creative process to finished product
- Create and execute ongoing social media strategies, with the goal of engaging with students and increasing program participation
- Manage @ISEPStudyAbroad's Facebook, Twitter, Pinterest, and Instagram communities
- Manage the WordPress theme customization and visual content for the ISEP Study Abroad blog; write blog posts; recruit student bloggers
- Manage bi-annual student photo contest; incorporated a fan-gated social media voting process that resulted in 50% more Facebook followers within a two week period

### MARKETING + DESIGN COORDINATOR // SUSSEX COUNTY HABITAT FOR HUMANITY // GEORGETOWN, DE // 10/10 – 09/12

- Independently designed and created written and visual branding for advertisements, outreach materials, videos, press releases, bi-monthly email newsletter, signage, t-shirts, and direct mailings
- Marketing head for annual 2011 and 2012 Golf Outing & Silent Auction fundraiser, balanced and monitored incoming donations and online registration for over 160 golfers (raised over \$40K in both 2011 & 2012, an increase of 35% from previous years), and delegated volunteers prior to and during events
- Liaised with local and corporate companies (i.e. Dogfish Head, Johnny Janosik) to organize and publicize company volunteer events
- Managed content of affiliate website and Facebook page
- Photographed home dedications, construction, and Habitat events for use in marketing materials
- Wrote initial draft for 2012 annual appeal letter, raising over \$15,000

### CONTRACT DESIGNER + INTERN // BELTERRA DESIGN & HOSPITALITY INC // AUSTIN, TX // 06/08 – 09/10

- Created concept boards, wrote design specs, created computer renderings using SketchUp and AutoCAD, maintained sample library, and arranged visits with product reps
- Arranged meetings between product representatives/vendors and office staff

### PRODUCTION ARTIST // STEPHEN F. AUSTIN STATE UNIVERSITY GRAPHICS SHOP // NACOGDOCHES, TX // 11/09 – 05/10

- Designed and produced posters, handbills, logos, banners, and signs from concept to completion
- Independently managed the front desk and handled all customer interaction
- Efficiently operated Xerox, LaserJet, and large format HP printers

## AWARDS AND INVOLVEMENT

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- Brass Ring Student Design Competition, Bronze winner for Commercial Design (2010)
- Interior Design Faculty Nominated "Excellence in Design" Award recipient (2010)
- Received honorable mention at AAF Student Design Competition (2009)
- Raised over \$5,000 for the Make-A-Wish Foundation through various Chi Omega fundraising events (2008)
- Volunteer for the Mid-Atlantic Chapter of the Make-A-Wish Foundation (2012 – present)
- Member of AIGA (2013 – present)

## EDUCATION

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### STEPHEN F. AUSTIN STATE UNIVERSITY // NACOGDOCHES, TX // 2010

- Bachelor of Fine Arts in Digital Media and Bachelor of Science in Interior Design
- GPA: 3.847, Summa Cum Laude