

Kelsey // Hood

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Education

Bachelor of Arts in Visual Arts

MAY 2018

University of Maryland, Baltimore County
Cum Laude

Certificate in Graphic Design

DECEMBER 2016

Anne Arundel Community College
Phi Theta Kappa (Member)

Associate of Arts in General Studies

DECEMBER 2013

Howard Community College
*High Honors, James Rouse Scholars Program,
Phi Theta Kappa (Member), Secretary of
International Club*

Informal Education

Web Developer Bootcamp

JUNE 2021

Udemy.com

Certified Front End Developer

JANUARY 2021

W3Schools

Hootsuite Platform Certification

JUNE 2020

Hootsuite

Front End Developer Suite

MARCH 2019

UMBC Training Centers

Technical Skills

Web Design and UX/UI

- HTML
- CSS
- JavaScript
- Visual Studio Code
- Node.js
- Adobe XD
- Sketch

Graphic Design

- Adobe Creative Cloud
- Photoshop
- Illustrator
- InDesign
- Canva
- Lightroom
- AfterEffects
- Adobe Acrobat
- Adobe Spark

Other

- Microsoft Outlook
- OneDrive
- Word
- PowerPoint
- Instagram
- Facebook
- LinkedIn
- Trello
- Hootsuite
- Google Suite

Soft Skills

- Critical Thinking
- Written, Verbal, and Visual Communication
- Teamwork
- Organization
- Time Management
- Work Ethic
- Adaptability
- Flexibility
- Problem Solving and Troubleshooting
- Willingness to Learn
- Customer Service
- Self-Management
- Typing

Work Experience

Graphic Designer and Social Media Specialist

AUGUST 2019 – PRESENT | Anne Arundel Community College, Arnold, MD

- Design print and digital promotional materials advertising events/activities, while meeting tight deadlines.
- Assist the Director of Student Engagement with formulation of diversity programming initiatives, while overseeing the promotional campaigns for those events.
- Curate the office's website and social media platforms with engaging content.
- Compile reports on contest campaigns, social media engagement, and work orders.
- Write and release official correspondence.
- Produce instructional and resource guides, and policy handbooks for the office.
- Promote events and schedule requests using social media management tools, i.e., Hootsuite and the office's website.
- Establish design procedures and policies in compliance with school policy.
- Provide customer service for all design requests, campus event inquiries, and office policy inquiries.
- Establish and maintain a filing system, as well as create, update, and maintain the office's design files.

Junior Graphic Designer

AUGUST 2018 – MAY 2019 | Omega Digital Press, Inc., Laurel, MD

- Assisted funeral professionals with the production of personal family memorabilia and met tight printing and delivery deadlines.
- Worked with in-house design team and assisted with production of Omega's marketing materials.
- Managed and multitasked multiple client projects, meeting deadlines.
- Provided customer service for order updates and inquiries, and general questions via telephone and email.
- Maintained a positive working relationship with funeral directors.

Web Technician & Graphic Designer

JUNE 2016 – DECEMBER 2018 | Erickson School of Aging, Baltimore, MD

- Designed promotional material advertising the Erickson School's programs of study and events.
- Created brand guides for the Erickson School's Memory Care Summit conference, which unified the Summit materials into a comprehensive package.
- Worked with third-party printers, i.e., VistaPrint, to produce Memory Care Summit materials, i.e., brochures, program books, flyers, email campaigns, posters, and signage.
- Oversaw the production of Erickson School internship guidebooks for students.
- Produced email campaigns through email marketing tools, i.e., Constant Contact.
- Updated and maintained the office website and managed its asset files.