James Kissinger

DIGITAL DESIGNER

Driven digital designer operating a direct-to-consumer wellness brand. Known for meticulous attention to detail. Consistently growing graphic design skills through content creation and website development. Proven creative leader who brings ideas to life and exceeds expectations.

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📍 **ORLANDO, FL**

🗔 **JAMES-KISSINGER.COM**

Professional Summary

- Over 3 years of digital design experience with emphasis on responsive web design and converting landing pages
- Sole proprietor of consumer packaged goods brand wearing all hats of brand design and content creation

Education

Florida State University *MAY 2020*
Bachelor of Science,
Finance and Marketing

Skills

- Website Coding, Design, & Copywriting
- Email Campaign Design
- Logo, Banner, & Print Design
- Social Media Content
- Product Photography
- Product Development

Platforms

- HTML, CSS, JavaScript
- Shopify
- Klaviyo, Mailchimp
- Canva
- GitHub

Experience

Blur Laundry, Orlando, FL *MAY 2020 - PRESENT*
Chief Executive Officer and Founder

- Build a cohesive brand profile and create consistent content across marketing channels
- Develop custom Shopify website from scratch using HTML, CSS, and JavaScript
- Photograph and edit all photo and video content for website and social platforms
- Write copy for all website, social media posts, email campaigns, and other marketing channels
- Build and maintain engaged communities across social platforms (@blurlaundry) through influencer campaigns, brand collaborations, and organic interactions with customers

Downs & St. Germain, Tallahassee, FL *MAY - AUG 2018*
Market Research Intern

- Prepare visitor tracking and economic impact reports in Microsoft PowerPoint for various tourism destinations
- Turn focus groups and survey reports into action documents establishing a basis for marketing campaigns
- Collaborate with the project director and company president conceptualizing research project ideas