



► www.kimcalderone.com

I am a dedicated worker, a perfectionist, and a sponge for creative ideas and inspiration. I love collaborative work and critiques. I enjoy learning new ideas, techniques, and programs, and I adapt to them very easily.

Application	Relative Usage (approximate)
Photoshop	100%
Illustrator	95%
Indesign	90%
Bridge	85%
Dreamweaver	75%
Final Cut Pro	70%
After Effects	60%
Lightroom	55%

Digital Marketing Tool	Percentage of Respondents
Design	95%
Advertising	85%
Photography	90%
Social Media	90%
Digital Marketing	95%

Skill	Percentage of Students
Hand Drawing	85%
Problem-solving	80%
Interpersonal Ability	75%
Collaboration	85%
Positive Energy	80%
Writing	85%

► Coursework: Typography, Visual Dynamics, Digital Imaging, Video Art, Photography

- ▶ Implemented processes that increased image turnover & were adopted by other corporate teams.

- ▶ Increases company awareness with potential clients as the presentation designer, blog editor, & manager of company's social media profiles
- ▶ Increased Twitter followers by 26% in less than month

- ▶ Streamlined the efficiency of processing images by 20%

- ▶ Responsible for designing print elements & layout as well as contributing out-of-the-box marketing ideas to promote business for the client