

# KELLI REUTMAN

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## EDUCATION

### Ball State University

· expected May 2019

### B.S. Advertising

Concentrations:

- Emerging Media
- Event Planning and Management

### Dean's List 2015–Present

· 3.85 GPA

## SKILLS & TOOLS

### Proficient in:

- HTML
- CSS
- SCSS
- Responsive design
- Illustrator
- InDesign
- Sketch

### Experience with:

- ReactJS
- JavaScript
- jQuery
- Photoshop
- Google Analytics Integration
- Account management
- Prototyping

## EMPLOYMENT

### The Digital Corps | Muncie, IN

#### Web Designer & Developer | 2016–Present

- design and develop websites and apps at an on-campus digital agency
- collaborate with back-end developers, content writers, user experience researchers, and videographers to meet clients' needs
- participate in all steps of the creative process, including but not limited to: ideation, wireframes, high-fidelity mockups, user tests, and development
- notable projects include a career-preparedness progress tracking webapp with over 1,000 users and a school-spirit app with nearly 2,500 downloads in three months

**TRANSFERABLE SKILLS** SELF-MOTIVATION, TASK PRIORITIZATION, WORKPLACE COMMUNICATION

### Holiday World & Splashin' Safari | Santa Claus, IN

#### Marketing & Design Intern | 2016

- researched eight competitor parks weekly to compare marketing techniques
- designed collector's cards to be distributed to park guests and products to be sold in gift shops
- communicated with 40+ trade partners on a regular basis

**TRANSFERABLE SKILLS** INDEPENDENCE, SELF-STARTING

### Attractions Crew Leader | 2013–2016

- worked in a fast-paced, enthusiastic service environment for four seasons

**TRANSFERABLE SKILLS** ADAPTABILITY, DECISION-MAKING, TEAMWORK, CUSTOMER SERVICE

## INVOLVEMENT

### Catholic Worldview Fellowship | Germany & Italy

#### Participant | Summer 2018

- attended a month-long study abroad program focused on personal growth in the areas of academics, leadership, culture and faith

**TRANSFERABLE SKILLS** TRAVEL EXPERIENCE, SELF-AWARENESS, BUILDING RELATIONSHIPS

### Cardinal Catholic | Muncie, IN

#### Koinonia Retreat Coordinator | Spring 2018

- lead and empowered a team of 25 students to implement a weekend retreat

**TRANSFERABLE SKILLS** ORGANIZATION, DELEGATION, TIME MANAGEMENT, PLANNING

### Designer & Social Media Manager | 2017

- designed social media graphics, t-shirts, and other promotional materials to reach organization members and university students
- implemented consistent branding and style guide for the organization
- managed Facebook, Twitter, and Flocknote communication

**TRANSFERABLE SKILLS** BRAND MANAGEMENT, EVENT PROMOTION

### Jacket Copy Creative Immersive Learning Class | Muncie, IN

#### Designer | Spring 2017

- designed promotional material for eight university departmental events
- managed a project team of four to create a 20-page informational booklet for prospective dean candidates

**TRANSFERABLE SKILLS** PROJECT MANAGEMENT, CLIENT COMMUNICATION