



## CONTACT

**Michael Kelly**

860-209-0711  
mk@uconn.edu  
kellyvisions.com

## SKILLS

### DESIGN EXPOSURE

Geospatial Technology  
Higher Education  
Health & Wellness  
Collegiate Sports  
Philanthropic Fundraising  
Corporate Partnerships  
Brand Identity

### COMPUTER

Adobe Creative Cloud  
WordPress  
HTML5/CSS/JS/PHP  
ArcGIS Pro  
Email Marketing  
Social Media  
Search Engine Optimization  
Data Analytics  
Microsoft Office Suite  
Google Suite  
Mac/PC Proficient

### PEOPLE

Client Relations  
Large Group Facilitation  
Inspirational Speaker  
External Collaboration  
International Perspective  
Team Leadership

## REFERENCES

### PERSONAL

Kevin Lockrow  
Office Manager  
Lovett Deconstruction  
(503) 572-8009

### PROFESSIONAL

Mary Valencia  
Senior Designer  
Yale University Press  
(203) 432-8092

## WORK EXPERIENCE

### Digital Services Coordinator

NIRSA: Leaders in Collegiate Recreation | January 2015 - Present

- » Hired as a temporary consultant to repair broken website, 2015
- » Awarded permanent full-time position, 2016
- » Granted remote-employment arrangement with cross-county re-location, 2016
- » Currently manage twelve independent websites and sub-domains for national organization serving 4,500+ members - 1,000,000+ collective unique page-views, 2018
- » Contribute in creation, evolution, and implementation of creative assets, including logo design, apparel design, info-graphics, forms, brochures, mailers, etc., in alignment with in-house branding guidelines, to be used for web and print promotion for several professional conferences, educational institutes, and national intramural sports tournaments
- » Contribute in development and formatting of assets for use in several digital platforms including social media channels, electronic newsletter, and email digital marketing
- » Assist in daily news production for membership base, publishing of bi-monthly electronic newsletter, The NIRSA Know - approximately 3,800 recipients, 55% average click-rate, 2017
- » Evaluate and coordinate creative requests from several internal department leads and many external institutional and corporate partners, and third-party vendors
- » Advise and consult Senior Executives Directors and Creative Director with technology solutions, organizational innovation initiatives, and internal processes for facilitating effective corporate partnerships and third-party collaborative endeavors
- » Monitor website analytics and report monthly and annual trends for website and social media channels with advice for increased audience engagement, search engine optimization, and consistent up-time performance
- » Provide technical support and website management for three different volunteer Boards of Directors (B.O.D.s) - The NIRSA B.O.D., The National Championship Series B.O.D., and The NIRSA Foundation B.O.D.
- » Designed and implemented several membership fundraising marketing campaigns resulting in over \$200,000 raised in twenty-four months, exceeding department goals and previous NIRSA Foundation fundraising campaigns

### Graphic Designer

First Alternative Natural Foods Cooperative | May 2015-August 2017

- » Create, evolve, and implement creative assets, in alignment with National Grocers Cooperative (N.C.G.) brand guidelines, for internal and external marketing needs
- » Managed website for natural foods grocery cooperative with two store-front locations
- » Managed all social media channels and audience engagement
- » Coordinated media assets exchange and product promotions with vendors
- » Organize and layout weekly in-store sales flyer with new items being promoted by N.C.G.
- » Create, evolve, and implement marketing promotions for seasonal offerings
- » Initiated and launched completely redesigned website, 2016
- » Advised Senior leadership with creation and fulfillment of Brand Manager position and reorganization of Marketing department
- » Requested by Brand Manager to work remotely as web development consultant after cross-country relocation, twelve month term, 2016-2017

## FREELANCE CLIENTS

### Miranda Creative

Client Consulting  
Client Website Development  
Creative Team Strategy

### Forest City Farms

Brand Identity Creation  
Website Development  
Social Media Management

### G.O.A.T Lawn Services

Brand Identity Creation  
Vehicle Graphics Design  
Website Development

## EDUCATION

### University of Connecticut

#### Program of Study: ACES

September 2018 - Present  
Major: Exploring Art & Geospatial Science  
Concentrations: Data Visualization, Web Applications

### Linn-Benton Community College

#### Associate of Applied Science in Visual Communications

September 2012 - June 2014  
Concentration: Graphic Design  
Cumulative GPA: 3.92, International Honors Society

## PAST TITLES

Challenge Course Facilitator  
Market Survey Field Technician  
Business Account Manager  
Photo Journalist/Reporter  
Climbing Instructor  
Search & Rescue Specialist  
Restaurant Manager  
Bartender/Server  
Zip-line Tour Guide  
Reverse Bungee Operator  
Bread Baker