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## STRENGTHS

Illustrator ● ● ● ● ● ● ● ●  
InDesign ● ● ● ● ● ● ● ●  
Photoshop ● ● ● ● ● ○ ○ ○  
Animate CC ● ● ● ● ● ○ ○ ○  
HTML/CSS ● ● ● ● ● ● ● ○

## TECHNICAL SKILLS

Mac & PC operating systems  
Adobe Creative Cloud  
HTML, CSS, & PHP markup  
Constant Contact  
Wordpress CMS  
Google Adwords  
Microsoft Office Suite

## CHARACTER STRENGTHS

Accountable, organized, and takes initiative  
Efficient problem solver  
Strong oral and written communicator  
Detail-oriented multitasker  
Strong interpersonal skills  
Works well individually or as a team member

## EDUCATION

West Chester University of Pennsylvania  
BFA, Graphic Design  
Minor in Art History  
Graduated May 2012  
Summa Cum Laude

## WORK EXPERIENCE

### Graphic & Web Designer

TA Instruments, New Castle, DE | November 2014 – Present

Consistently assigned a higher level of responsibilities based on accountability, initiative, and ability to efficiently multitask.

- Manage production and distribution of worldwide corporate marketing email campaigns.
- Develop successful promotional content from conceptualization to completion, and apply across multiple marketing platforms including website, email, and social media.
- Maintain corporate website and social media accounts, generating new content and coordinating with product managers to ensure all information is accurate and consistent.
- Manage Google Adwords account, enhancing campaigns to generate the most traffic while cutting overall spend by 50%.
- Create interactive applications, training websites, and additional marketing resources to support worldwide sales organization.
- Design professional presentations to be shown at meetings with board members, customers, and both public and private business meetings.

### Office Administrator

Gawthrop Greenwood, PC, Wilmington, DE | October 2012 – November 2014

Joined as Office Clerk, quickly promoted to office administrator after demonstrating strong organizational, interpersonal, and leadership skills.

- Oversaw daily operations and performed all administrative functions including: file and data management, maintaining office appointment calendars, drafting professional documents for paralegals and attorneys, and coordinating with vendors and local business partners.
- Increased office productivity by developing and implementing new organizational methods for client files.
- Nurtured existing relationships with hundreds of clients and assisted in cultivating new business.
- Participated in firm marketing efforts including: designing invitations and promotional materials, maintaining firm website and social media accounts, and coordinating successful business development events.

### Graphic Designer

Market Street Print, West Chester, PA | October 2013 – June 2014

Designed various print media based on customer needs, including brochures, packaging, direct mail pieces, signs, and advertisements.