

CAITLIN KELLY

SENIOR GRAPHIC DESIGNER | MARKETING COORDINATOR

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PROFESSIONAL SUMMARY

Senior Graphic Designer and Marketing Professional with 10+ years of experience leading creative strategy, brand development, and multi-channel marketing initiatives. Proven track record of delivering high-impact visual solutions across print, digital, and web platforms. Adept at managing projects end-to-end, collaborating cross-functionally, and driving brand consistency at scale. Experienced in website management, content creation, and proposal design, with growing expertise in UI/UX and front-end development. Recognized for elevating brand presence, improving marketing efficiency, and meeting aggressive deadlines in fast-paced environments.

CORE COMPETENCIES

- Creative Direction & Brand Strategy
- Integrated Marketing Campaigns (Print + Digital)
- Web Design & WordPress Management
- UI/UX Design (Foundational)
- Proposal & Presentation Design
- Cross-Functional Collaboration
- Project & Deadline Management
- Client Relations & Stakeholder Communication
- Social Media Strategy & Content Creation
- Photography, Video & Editing (Including Drone)

TECHNICAL SKILLS

Languages:

HTML • CSS • C++ • Visual Basic • ActionScript

Design & Marketing Tools:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere)

WordPress • Microsoft Office • Google Workspace

PROFESSIONAL EXPERIENCE

Marketing Coordinator

W. M. Lyles Co., Rocklin, CA | Apr 2024 – Mar 2026

- Developed and submitted SOQs, proposals, and presentations aligned with project requirements
- Wrote, edited, and managed proposal content, including resumes and project descriptions
- Organized pursuit efforts, timelines, and team coordination across projects
- Created and managed marketing and visual assets, including graphics, presentations, photography, drone photography, and drone videography of project sites and employees
- Directed website content and design improvements to enhance usability and messaging
- Managed social media and marketing initiatives to increase brand visibility and engagement
- Maintained and organized content libraries and project data
- Coordinated events and supported business development efforts
- Streamlined workflows and collaborated across teams to improve efficiency and consistency
- Proofread, formatted, and ensured the quality of all deliverables
- Maintained compliance with registrations, licenses, and professional requirements

Graphic Designer

Lyon Real Estate, Arden-Arcade, CA | Mar 2022 – Mar 2024

- Spearheaded the design of integrated marketing campaigns for agents, including print, digital, and web assets
- Managed and scaled brand consistency across multiple agents and listings
- Designed and maintained WordPress websites, enhancing user experience and lead generation
- Partnered directly with clients to translate business goals into high-performing visual solutions
- Led event marketing design and coordination, supporting brand exposure and client engagement
- Delivered high-volume creative output while maintaining quality and meeting tight deadlines

Graphic Designer

Century 21 Select Group, Yuba City, CA | Aug 2016 – Jul 2020

- Produced comprehensive marketing materials for a high-volume real estate environment
- Designed social media campaigns and web graphics to support agent branding and property promotion
- Built strong client relationships through responsive service and tailored design solutions

Graphic Designer

Century 21 M&M and Associates, Fairfield, CA | Jun 2015 – Aug 2016

- Developed a wide range of marketing collateral, including print ads, branding assets, and digital campaigns
- Managed social media content and website updates to support agent visibility
- Coordinated print production and ensured quality control across deliverables

Freelance Graphic Designer

Self-Employed | May 2013 – Present

- Delivered branding, web design, and marketing solutions for diverse clients across industries
- Designed and maintained websites, including e-commerce and service-based platforms
- Created custom apparel graphics, logos, and promotional materials
- Consulted with clients on brand identity, visual strategy, and digital presence

EDUCATION**Master of Science in Computer Animation**

The Art Institute of California – San Francisco

Bachelor of Science in Media Arts & Animation

The Art Institute of Phoenix.

LICENSES

Part 107 - UAV Pilot License

Notary Public