

# PAIGE KELLY

## PROFILE

Creative designer with fine arts background specializing in print design. Extensive experience in digital design for web and email.

Currently working in marketing department alongside team of designers and creators; experience in design for email and across social channels.

Experience living, working, and studying art and design overseas. Passionate about cross-cultural communication and education.

## INTERESTS



- Traveling
- Education
- Fine Art
- Writing

## RECOGNITION

Artwork published in *Lyricist* literary magazine at Campbell University, 2015

Study Abroad Photo Contest  
Winner, 2014

Art exhibition featured in *Campbell Times* newspaper, 2015

## CONTACT

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 www.paigeckelly.com



## EDUCATION

### BACHELOR OF ARTS

CAMPBELL UNIVERSITY

Bachelor of arts in graphic design and studio art, magna cum laude May 2015. Member of Sigma Tau Delta international english honors society and AIGA; President's List honor student; study abroad alumni ambassador.

### ADVANCED CERTIFICATE

ULSTER UNIVERSITY

Awarded advanced certificate in Irish cultural studies at Magee College, Ulster University in Londonderry, Northern Ireland on completion of one-year study abroad program. Completed additional classes in drawing and graphic design.



## EXPERIENCE

### LULU PRESS, INC.

EMAIL MARKETING SPECIALIST

August 2016 - Present

- Manages email sends on Bronto platform for 4 different brands
- Prepares content, executes design, and builds weekly promotional emails
- Works with country managers to successfully send emails to 11 international locales
- Assists creative team in creating design assets and collateral for academic publishing brand
- Coordinates with social media team to create meaningful content and contests for authors

### CAMPBELL UNIVERSITY

STUDY ABROAD EVENTS & MARKETING INTERN

August 2015 - July 2016

- Planned and organized informational study abroad programs for students and staff
- Designed print promotional flyers and posters for study abroad trips
- Created email templates targeted to alumni for 10 year anniversary, with an additional print version
- Implemented and led round-table discussions for students who were interested in study abroad basics
- Spoke at events for students, parents, and alumni to promote international education

### PINE BURR YEARBOOK

HEAD GRAPHIC DESIGNER

August 2014 - April 2015

- Completed design of 350+ page print yearbook and directed team of creatives
- Created overall theme, style guides, and page templates
- Worked with photographers and writers to capture campus events and put them into both print and social media formats

### OFFICE OF FINANCIAL AID

ADMINISTRATIVE ASSISTANT

August 2011 - May 2013

- Completed goal of a paperless office environment by scanning and organizing sensitive information and coordinating with advisors
- Entered student loan data into Excel and assisted financial officers with office organization