Kristi Clemens

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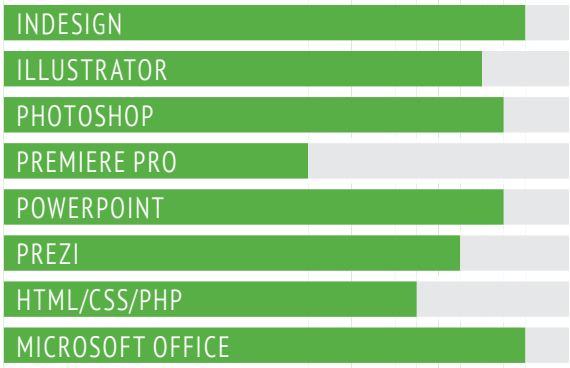
skills

- Art direction and graphic design
- Non-destructive photo editing and compositing
- Brochure design and layout
- Large format print design
- Email and web design (HTML, CSS, PHP)
- Photo shoot planning and direction
- Marketing and editorial copywriting
- Team leadership and management
- Project management, budgeting, and reporting
- Vendor negotiation and coordination
- Tradeshow and event planning and management

technical expertise



experience

Marketing & Business Development Manager | RH2 Engineering (Bothell, WA) 2/2014 - 7/2017

- Provided art direction and/or graphic design for all marketing materials, proposal templates, tradeshow booth, and website
- Developed brand standards and communications guidelines and provided staff training and review to ensure consistency
- Managed team of 5 including hiring, training, workload management, professional growth planning, and annual reviews
- Developed Go/No-Go process to evaluate RFPs and instituted tracking of individual proposal efforts to better analyze ROI
- Instrumental in increasing proposal win rate from 19% to 34% within the first year, with steady growth in subsequent years

Marketing Director | SportsArt Fitness (Woodinville, WA) 8/2012 - 1/2014

- Provided art direction and/or graphic design for all print and digital marketing collateral including brochures, postcards, magazine advertisements, large format banners, emails, Powerpoint presentations, and digital displays
- Art direction of photo shoots including photographer, makeup, hair, and model selection, shot list preparation, and wardrobe
- Performed extensive non-destructive photo retouching and compositing
- Managed in-house team of graphic designers and marketing coordinator as well as to freelance contributors

Graphic Designer & Marketing Manager | Bellevue Chamber of Commerce (Bellevue, WA) 9/2009 - 8/2012

- Art direction and graphic design of printed and digital marketing collateral for seven signature events each year including postcards, emails, large format banners, programs and Powerpoint presentations
- Redesigned monthly newsletter, changing format from printed newspaper to online virtual news magazine
- Designed and built new website including integration with online member management database
- Designed annual Business Resource Guide and Membership Directory publication and membership window decals
- Designed 2010 Western Association of Chamber Executives Toolkit (300-page digital publication)

Graphic Design & Marketing | Nuprecon LP (Snoqualmie, WA) 2/2005 - 9/2009

- Designed all marketing materials including brochures, proposal packages and promotional collateral
- Created corporate branding guidelines and ensured all new marketing met these standards
- Designed 16-page magazine insert, distributed with Northwest Construction April 2006 issue
- Redesigned and built new website

Marketing Coordinator | Colliers International (Seattle, WA) 9/2003 - 12/2004

- Designed brochures and micro websites for multi-million dollar commercial properties
- Coordinated travel and meeting arrangements for management and high-profile clients
- Maintained client and prospect database and designed and distributed quarterly newsletter

Marketing Program Administrator | WatchGuard Technologies (Seattle, WA) 9/2002 - 8/2003

- Administered three separate marketing programs designed to increase sales and market visibility
- Created database to track rebate eligibility for 800+ domestic and international resale partners

Marketing Coordinator/Production Manager | Electronic Evidence Discovery (Seattle, WA) 8/1999 - 9/2002

- Planned and implemented marketing campaigns, created new marketing database, and coordinated prospect presentations
- Coordinated design and printing of company brochures and updated to company website
- Created new production department, developed project tracking and reporting, hired, trained, and supervised staff of 10

education

Bachelor of Science in Visual Communications | Westwood College, May 2007