



Kelsey Strole

Senior Web Designer

Employment History

Senior Web Designer, Advisors Excel, July 2021 - present

- Lead and manage a team of digital designers and production artists to create, enhance, and optimize client websites.
- Provide creative art direction and constructive feedback on web projects.
- Mentor junior designers in monthly one-on-one coaching sessions, providing inspiration and motivation, such as new ideas and concepts and keeping them up to date with trends and techniques.
- Conduct brainstorm sessions with other creative leaders on corporate marketing strategies and new client concepts.

Web Designer, Advisors Excel, December 2018 - July 2021

- Lead website designer for award-winning in-house creative agency. Created an average of two minor websites and one elite website per month.
- Lead visual design efforts across multiple digital platforms and online digital marketing solutions, such as websites, targeted landing pages, social media advertisements, and emails.
- Worked independently and with cross-functional teams, including account and project management, copywriters, and graphic designers, on conceptualizing website design and optimization.
- Managed expectations for top 3% of clients and provided status updates using project management software, such as Workfront and Workamajig.
- Converted 50+ legacy sites to responsive design.
- Managed more than 500 websites simultaneously based on client needs.
- Conducted brand research and utilized data to develop a creative strategy that clarifies the client's brand within its target market.

IT Marketing Coordinator, Advisors Excel, September 2016 - December 2018

- Organized all marketing materials for technology apps and services.
- Managed marketing projects from start to finish with respect to budget, schedule and scope constraints.
- Executed email campaigns to generate net new sales and existing customer retention.
- Organized IT event marketing, coordinating logistics, design and user interactions to promote lead generation.

Digital Production Artist, Advisors Excel, August 2014 - September 2016

- Provided web marketing support in a deadline-driven environment to corporate and client accounts, including content updates, graphics, and video files to hosted HTML and WordPress websites.
- Designed websites, landing pages, and emails that adhered to the clients' brand and marketing objectives.
- Helped create and execute drip campaigns and installed Google Analytics.

Contact

5130 NW Kendall Drive
Topeka, KS 66618

785.230.6147

kelsparkes526@gmail.com

Portfolio
kpsdesigns.com

LinkedIn
linkedin.com/in/kelsey-strole

Skills

- WordPress
- HTML, CSS
- Adobe Photoshop, Illustrator, Dreamweaver, and XD
- Figma
- Microsoft suite
- Collaboration with project management with an average 97% goal attainment
- Keen attention to detail
- Multitasking in a fast-paced, team environment
- Deadline-driven
- Time management
- Energetic and innovative
- Self-motivated and organized

Education

University of Kansas
Master of Arts in
Design Management & Strategy
Expected 2022

Washburn University
Bachelor of Arts in Mass Media
and Creative Advertising
Cum Laude, 2014

Certifications

Accenture
Digital Skills: User Experience
January 2022

Google
Google Ads Display Certification
April 2021

The Foundations of Digital Marketing
March 2021