



MACKENZIE KUEHN

SAN DIEGO, CALIFORNIA

CONTACT

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SUMMARY

As a adaptable marketer, I strive to create beautiful work that effectively meets the functional and strategic goals set by my clients. Through my ability to empathize and communicate well, I put myself in the shoes of my client to create effective and enjoyable experiences. I am driven by an innate sense to deliver warmth, and a refreshing attitude to every task I put my mind to.

SOFTWARE

- Illustrator
 - InDesign
 - Photoshop
 - XD
 - Microsoft Office
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EDUCATION

Samford University // 2010-2014
Bachelors Degree in Fine Arts

EXPERIENCE

GRAPHIC DESIGNER

RAINDROP MARKETING // JULY 2019 - MAY 2020

Worked with a large team of creative thinkers as we problem solved and created advertisements that stand out in today's market. Dove into each client's goals and passions to better tailor the perfect campaign, website, brand or logo redesign. Hired to bring life and fresh ideas to a very established yet growing agency.

GRAPHIC DESIGNER

VSSL AGENCY // JULY 2017 - JULY 2019

Conceptualize and create engaging designs based on the target audience within a wide range of industries including finance, cybersecurity, technology, and consumer goods. Develop web page layouts and optimize for UX and mobile. Brainstorm and concept for rebranding and new brand launches, working on logo and branding guidelines. Collaborate with media managers to design online and print ads.

GRAPHIC DESIGNER

AVOYA TRAVEL // SEPT 2015 - JULY 2017

Designed and implemented co-branded ads with cruise lines, while satisfying partners, Google, and Avoya ad requirements. Created client presentation decks for keynote speakers, and designed the accompanying print collateral at large-scale conferences. Main clients included Royal Caribbean, Celebrity Cruise, and Viking.

MARKETING MANAGER & DESIGNER

GET A REAL ESTATE LIFE // FEB 2015 - SEPT 2015

Directed marketing for over 40 clients. Created and managed marketing plans and designed editorials, print ads, social media content, and brochures/mailers. Oversaw vendors and agencies when relevant.

