

Caitlyn Burkemper

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Skills

CORE COMPETENCIES

Creative Problem Solving
Critical Thinking
eCommerce
Event Management
Project Management
Time Management

SOFTWARE

Adobe Acrobat
Adobe After Effects
Adobe Creative Suite
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
AI / ChatGPT
CRM Software / Salesforce
Figma
Google Analytics 4
MailChimp

GRAPHIC DESIGN

Branding
Digital and Print Design
Typography

WEB DEVELOPMENT

Mobile Application Design
Prototyping
Shopify
Usability Testing
User Flows
User Research
Web Design (HTML5 / CSS)
Wireframing
WooCommerce
WordPress
UX/UI Design

SEO AND ANALYTICS

Google Analytics 4
Google Tag Manager
Semrush

Education

BACHELOR OF SCIENCE IN INTERACTIVE DIGITAL MEDIA: VISUAL IMAGING

Northwest Missouri State University | 2017

Experience

MARKETING MANAGER

Rize Home | 2023 - Present

- Led a team of three marketing professionals, achieving a 43.6% increase in productivity in the first year through targeted guidance, training, and process improvements.
- Collaborated with sales, product development, and design teams to ensure cohesive messaging and branding, achieving consistency across all marketing channels.

SENIOR GRAPHIC DESIGNER AND WEB CONTENT MANAGER

Glideaway | 2021 - 2023

- Led the research, design, and development of corporate, internal, and e-commerce websites.
- Increased page views by 54% and increased engagement rate by 32%.
- Increased traffic to self-solving documentation by 119% and decreased customer service calls.
- Improved the user experience and site functionality for B2B and B2C end users.

SENIOR GRAPHIC DESIGNER AND CREATIVE COORDINATOR

Glideaway | 2018 - 2021

- Provided art direction for materials used in retail locations and trade show spaces.
- Developed online system of marketing materials for internal and external sales.
- Measured the results of marketing strategies and present findings at bi-weekly meetings.
- Oversaw the efficient use of project budgets of up to \$20,000.

GRAPHIC DESIGNER

Glideaway | 2017 - 2018

- Designed and improved product packaging, instructional materials, and sales training tools.
- Managed several projects, consistently meeting strict deadlines and budget requirements.
- Developed cohesive brand identity.

GRAPHIC ARTIST MANAGER

Northwest Student Media | 2015 - 2017

- Hired, trained, and managed a team of four graphic artists.
- Oversaw all print and digital advertisement design.
- Conceptualized and produced all in house promotional products.

ART DIRECTOR

Knacktive | 2015 - 2017