



Kaitlyn Hillesland

Creative Direction and Marketing Leadership

Striving for excellence and efficiency, I use my attention to detail and flexibility to move teams, projects, and designs forward.

Portfolio

kaithill.com

Contact Information

kaithill@gmail.com

608-215-9997

Program Skills

Photoshop | Expert

Illustrator | Expert

InDesign | Expert

Dreamweaver | Strong

Premiere | Strong

After Effects | Strong

PowerPoint | Expert

Word | Strong

Excel | Strong

Education

Taylor University

2005–2009

- Graduated cum laude
- B.A. in Graphic Design
- Peer-selected to lead senior group portfolio show
- Studied in Mukono, Uganda (four-months)
- Studied in Antigua, Guatemala (one-month)

Industry-Specific Work Experiences

Weil-McLain and Marley Engineered Products | Manufacturers | Burr Ridge, IL **Marketing Communications Design Specialist | September 2018–Present**

- Worked directly with Sales and Product Management to understand the products and industry; identified needs and built appropriate messaging to reach key audiences in a complex sales structure
- Mentored interns, teammates and members of various other departments on modern marketing and design best practices
- Brought new visions to life
 - Identified needs and developed projects from concepting and storyboarding to multi-purpose final deliverables
 - Vetted and established appropriate vendor relationships
 - Guided appropriate stakeholders to insure timely execution
- Balanced speed, efficiency and quality to produce high-impact deliverables
- Communicated with inbound leads and distributed to appropriate internal stakeholders
- Peer-nominated and selected by Management for a Star Award in recognition of exceptional contribution and achievement in support of the company's strategic goals and values

The Mx Group | B2B Marketing Agency | Burr Ridge, IL

Senior Graphic Designer and Marketing Specialist | August 2014–August 2018

- Responsible for all brand messaging for The Mx Group
 - Developed and maintained brand style and voice consistency
 - Created messaging for external and internal initiatives
 - Managed corporate expectations and subjective input to create cohesive and unified results
- Developed team efficiency tools
 - Created and maintained asset management filing system
 - Developed templates and presets for consistency and efficiency
 - Implemented a sustainable training plan to establish and develop consistent best practices
- Assumed additional responsibilities for rush projects
 - Wrote and edited content
 - Managed timelines, resources, and deliverables
- Peer-nominated for several Core Values Awards and selected by Management for excellence in “responding to change over adherence to plan”

References

Available upon request

Additional Interests

Fashion

- Drafting patterns
- Sewing
- Knitting

History

- Charting genealogy
- Restoring photographs

Gastronomy

- Cooking and baking
- Combining cuisines
- Exploring new techniques

Industry-Specific Work Experiences | Continued

The Mx Group | B2B Marketing Agency | Burr Ridge, IL Client-Specific Production Artist | June 2011–August 2014

- Hired to develop a new position now staffed by four production artists
- Worked directly with client contacts for designer-only projects
 - Digital ads and banners
 - Print ads and collateral updates
 - Product-label designs
- Established protocols for balancing client requests with brand standards and determining when to elevate a project to the broader agency team

Slack and Company | B2B Marketing Agency | Chicago, IL Front-End Developer and Graphic Designer | April 2010–June 2011

- Coded and designed various projects
 - Email campaigns
 - Landing pages and webpages
 - Flash assets
- Developed a library of assets for quicker and more efficient proposal creation

Taylor University | Media Marketing Services | Upland, IN Graphic Designer | August 2008–June 2009

Gundersen Health System | Business Marketing and Development | La Crosse, WI Intern Designer | June 2008–July 2008

Industry-Specific Volunteer Experiences

Northern Pines | Family Conference | Green Lake, WI Designer and Advisor | 2009–Present

Coconut Robot | Industry Consultant and Blogger | Sunnyvale, CA Mentor and Advisor | 2009–Present