

# KOLE KAUER

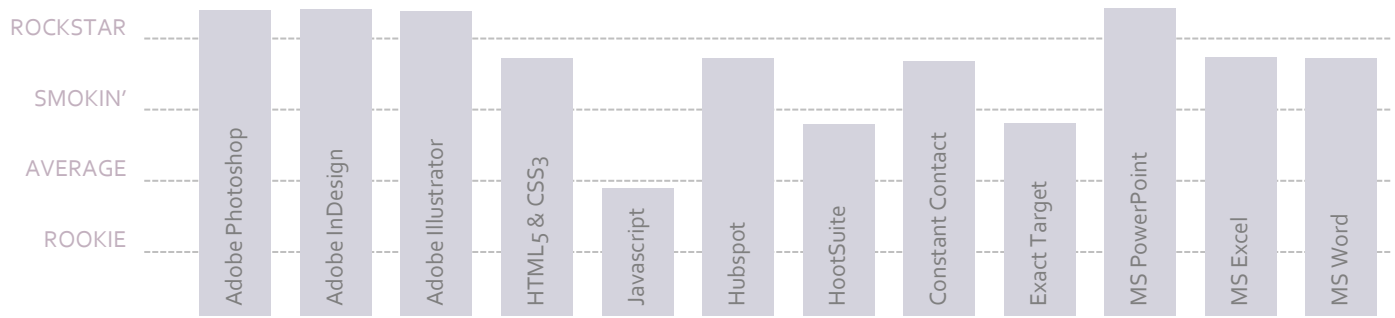
COMMUNICATOR. STRATEGIST. DIGITAL CRAFTSMAN.

Technical Writing & Documentation  
Digital & Print Content Development  
Training & Development

Advancement Strategies & Campaigns  
Market Research & Trend Analysis  
Integrated B2B2C Marketing

Corporate & Non-Profit Communications  
Creative Team Leadership  
Social Media Strategy & Implementation

## TECHNICAL SKILLS



## EXPERIENCE

KOLE & CO. - ASHEVILLE, NC & ATLANTA, GA  
Technical Writing, Design, & Communications Consultant

Jan 2002 - PRESENT

Provide hands-on technical expertise as a writer, designer and brand strategist, seamlessly integrating complex information with clear, concise graphic representation. Develop forward-thinking communication initiatives for multiple industries including retail, B2B, Healthcare and the Arts.

- Develop instructional manuals, including developing and laying out content for both print and online publication. Adapt instructional content and delivery methods for different levels and types of learners. Consolidated and simplified existing content for both novice and advanced user audiences.
- Design and develop prototype designs into fully functional, responsive web sites. Expertise in front-end development technologies such as HTML5, XHTML, CSS, JavaScript to enhance interactivity. Coordinate domain registrations, DNS changes and registrar transfers as needed. Integrate web technologies with existing branding strategies and objectives.
- Prepared images and other files for pre-press catalog production, websites, and offset printing; including resizing, color correction, color separations, silhouettes, composites and other digital manipulation. Created illustrations using traditional hand-drawn techniques, digital photography and advanced drawing skills in both Adobe Photoshop and Adobe Illustrator.
- Created complete book designs including cover, custom artwork and interior layout and formatting. Assisted authors with self-publishing and online marketing strategies. Produced multiple monthly print and electronic newsletters and catalogs with worldwide distribution. Developed concept, content, design, and oversaw entire production process working closely with printer and direct mail companies. Responsible for all research, writing, photography, creating custom graphics, editing copy, designing layout.

BIRCH COMMUNICATIONS - ATLANTA, GA  
Sr. Graphic & Web Designer

February 2015 - May 2017

Responsible for improving and growing brand identities across four distinct Birch brands, while ensuring internal and external identity integration. Manage a team of 4 designers & technical professionals, serving as creative lead and Webmaster. Work closely with Marketing Communications Director and VP of Marketing to ensure multiple projects stay on track and on budget.

- Set the tone, voice and overall visual aesthetic for the entire family of brands for Birch Communications, ensuring all communication efforts are consistent with company vision and goals.
- Identify, develop, and evaluate Birch's digital marketing strategy, based on knowledge of company objectives, market characteristics, and cost and markup factors; Collaborate with social media team to develop and implement in-bound marketing campaigns. Certified HootSuite Professional.
- Collect and analyze Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition, or cost per click; Identify appropriate Key Performance Indicators (KPIs) and report key metrics from digital campaigns.

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THE HOME DEPOT (Your "Other" Warehouse) - ATLANTA, GA  
Communications & Branding Specialist

September 2012 - February 2015

Provided graphic leadership for internal marketing & catalog team for Your "Other" Warehouse, serving both internal clients (The Home Depot Special Order and .com units) and external clients. Responsible for overall catalog design, the creation of promotional collateral and the development of private label branding initiatives, including website design and other eContent.

- Managed projects, working within budget and scheduling requirements. Conferred with internal & external clients to determine objectives, background information, and presentation styles and techniques. Assisted with re-branding strategy for multiple new product launches. Art directed photo shoots, providing set direction to ensure creative goals & strategies were met.
- Worked with marketing and catalog team to develop design solutions. Created custom illustrations and graphic elements. Reviewed illustrative material to determine if it conformed to standards and specifications. Formulated basic layout design or presentation approach and specify material details. Negotiate with printers and estimators to determine what services will be performed.

THE HOME DEPOT (The Creative Group, Pivotal Retail) - ATLANTA, GA  
Lead Graphic Artist, Technical Writer

July 2010 - July 2012

Provided graphic expertise for specialized team of instructional designers, developing comprehensive print and online training materials for the national implementation of consolidated resets for The Home Depot.

- Observed production, developmental, and experimental activities to determine operating procedure and detail. Conferred with project managers, merchandisers, vendors and installers to establish technical specifications and to clarify subject material to be developed for publication.
- Developed instructional materials, writing and laying out content for both print and online publication. Adapt instructional content and delivery methods for different levels and types of learners. Created script and produced voiceovers for online training.

WHITESCIENCE WORLD WIDE - ATLANTA, GA  
Creative Manager, Lead Designer

July 2008 - Apr 2010

Responsible for the development and creative oversight of WhiteScience Media, the in-house design group for an international cosmetic dentistry manufacturer. Provide lead creative ideation, presentation and execution of client branding and marketing communication campaigns while maintaining profitability and creativity of client projects. Managed staff of 2 to 4 designers and technical professionals.

- Installed project management system, created project tracking log, and streamlined all processes to best serve clients. Managed full product life cycle from initial concept to design, layout, mechanical, printing and distribution. Created point of purchase displays, in-store displays, trade show displays, advertising, B2B marketing collateral, proposals, premiums, and web advertising.
- Provide financial expertise and oversight, obtained best pricing through vendor negotiations, saving over \$126,000 within the first six months. Created entire budget tracking system for projects, including detailed breakdowns for entire project life cycle.

## EDUCATION

**Master of Science, Information & Instructional Design, 2016**  
Kennesaw State University, Kennesaw, GA

**Bachelor of Fine Art, Graphic Design (Studio Art), 2004**  
University of North Carolina at Greensboro, Greensboro, NC

**Bachelor of Art, Multi-Ethnic Community Relations, 1995**  
Emphasis on Marketing & Public Relations  
University of Hawaii at Manoa, Honolulu, HI

## PORTFOLIO

Portfolio Site: [www.kolekauer.com](http://www.kolekauer.com)

Work Sample: [www.birch.com](http://www.birch.com)

Work Sample: [www.schonsimplymodern.com](http://www.schonsimplymodern.com)