

BRAND IDENTITY | COMMUNICATIONS | DESIGN

ACCOMPLISHED B2B2C BRANDING, COMMUNICATIONS & DESIGN PROFESSIONAL

Organizational Strategic Planning	Advancement Strategies & Campaigns	B2B2C Communications
Organizational & Product Branding	Digital & Print Content Development	Market Research & Trend Analysis
Training & Development	Creative Team Leadership	Social Media Strategy & Implementation

TECHNICAL SKILLS

Microsoft Office [Expert]	HTML5 & CSS3 [Expert]
Adobe Photoshop [Master]	Shopify, Squarespace, Wix [Advanced]
Adobe InDesign [Master]	Constant Contact, Hubspot [Advanced]
Adobe Illustrator [Master]	Social Media Communications [Advanced]

EXPERIENCE

THE DISTRIUBTION POINT – MOODY, AL (REMOTE) MAY 2017 – PRESENT
Creative & Brand Manager

Develop and implement strategies & campaigns for marketing while improving recognition for The Distribution Point and TDP-owned brands. Responsibilities include setting brand standards, improving each brand’s reach, creating go-to market strategies to build customer loyalty, and establishing a robust social media presence.

- Provide creative leadership for a 3-person agile team tasked with managing a private brand; work closely with cross functional partners, business owners, and other key stakeholders to develop effective marketing strategies, tactics and action plans that meet key performance indicators
- Construct private brand promotional strategies in alignment with Product Manager, Lead Buyer and Sales Director; Analyze and interpret data to draw clear, actionable conclusions to build objectives and tactical plans for wholesale channel growth
- Craft all marketing communications both internal and external with a focus on action-driving, concise copy. Responsible for official corporate communications, educational materials, direct emails, landing pages, newsletter copy, social media and other communication initiatives as needed.

BIRCH COMMUNICATIONS – ATLANTA, GA February 2015 – May 2017
Web Manager & Sr. Graphic Designer

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.
- 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.

BRAND IDENTITY | COMMUNICATIONS | DESIGN

THE HOME DEPOT (Your “Other” Warehouse) – ATLANTA, GA

September 2012 – February 2015

Communications & Branding Specialist

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

July 2010 – July 2012

Lead Graphic Artist, Technical Writer

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.

- Reduced third-party store go-backs by 27% within the first six months of the program due to content design and strategy.
- 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

July 2008 – Apr 2010

Creative Manager, Lead Designer

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.

EDUCATION

Master of Science, Information & Instructional Design, 2016

Southern Polytechnic State University, Marietta, 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

Current Work Sample: www.thedistributionpoint.com