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Kelsey Scofield is a Designer Based in Chicago, IL

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EDUCATION

University of Nebraska - Lincoln

Bachelor of Journalism | Advertising
& Public Relations Major (2010 - 2014)

SKILLS

Marketing Strategy, Graphic Design,
Content Creation, Experiential Design,
Branding, Social Media, Public Relations,
Copywriting & Photography.

TOOLS

Adobe Creative Cloud (Illustrator,
InDesign, Photoshop, After Effects,
Lightroom, XD) WordPress, Google
Analytics & Agency Analytics,
MailChimp, Teamwork & Asana.

REFERENCES

Chris Hochstetler

Executive Director, Stuhr Museum
chris.hochstetler@stuhrmuseum.org

Michael Hollins

Director, Community & Business
Engagement, UNMC IEXCEL
michael.hollins@unmc.edu

Megan Longo

Director of Marketing, Buildertrend
megan.longo@buildertrend.com

EXPERIENCE

DayCloud Studios

Senior Designer | May 2019 - Present

Designer | October 2014 - September 2017

- Lead brainstorming and discovery sessions with clients in order to define project goals.
- Provide creative direction on projects for contractors including photography, videography, development, copywriting and signage/fabrication.
- Design custom websites, applications, identities, social media graphics, and print materials that are used within integrated marketing strategies.
- Assist with the development of proposals and presentations for prospective clients.

KANEKO

Marketing & Communications Manager | Oct 2017 - Oct 2018

- Conceptualized branding and campaign strategy for highly interactive exhibitions resulting in over 40,000 attendees with visitors from 46 states and 6 countries
- Managed and grew a digital database of over 10,000 constituents engaging our audience through targeted digital and print marketing materials.
- Curated and maintained our social media presence which increased our facebook following by 35% and more than doubled our instagram following within 6 months.
- Wrote and sent all press releases attracting coverage from national publications including the Washington Post, Creative Boom and Art Daily.