



## **KELSIE (AMMANN) PETERSON**

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### **PROFILE**

- Achievement-Oriented
- Creative Designer
- Attentive to Details
- Customer-Focused
- Consultative
- Flexible; Adaptable
- Organized
- Reliable

### **WORK EXPERIENCE**

#### **Marketing Specialist; Interlink Electronics, Inc.**

July 2017 - Present

*Accountable for all marketing, advertising and promotional activities including the following: planning and executing global industry trade events, recreating and managing the Interlink Website, creating and maintaining a presence on social media, writing and releasing trade and investor communications, creating and managing corporate messaging, and positioning the brand.*

- Plan, coordinate and execute global industry trade events including messaging, logistics, pre-event promotion, set up, tear down, scheduling and lead tracking. This includes the management of metrics to ensure goals are being met by attending the event and enabling events to be prioritized
- Manage a corporate event calendar
- Manage and track expenses and payback associated with marketing campaigns and industry events
- Interface with Salesforce & HubSpot to ensure event leads are entered, tracked and payback calculations can be made
- Manage press release schedule to coincide with events and to ensure Interlink Electronics is consistently in front of our target audiences
- Quantify leads generated per marketing events and track by market, hit rate and business from each event with a long-term perspective
- Create and manage messaging focused on specific target markets
- Identify and manage involvement with events and serving target markets
- Develop relationships with industry groups and associates
- Conduct and analyze market research to determine market requirements for existing and future solutions
- Increase company presence on social media to ensure we are accessible and present, independent of our partner's methods of engagement
- Lead Transformation of the corporate website and maintain the website going forward
- Create, update and manage all corporate communications including company presentations, literature, product and technology collateral, and press releases including the production of print and interactive marketing materials

#### **Instructor; Minnesota School of Basketball**

May 2005 - Present

*Instruct individuals, groups, and teams; run on and off-site basketball camps.*

- Frequently requested and highly rated instructor due to ability to adapt coaching / teaching style to various students' learning styles

**Graphic Designer; Lubrication Technologies, Inc.**

June 2015 - July 2017

*Assist with the development, creation and production of Lubrication Technologies' marketing tools in a range of formats, including packaging, point-of-sale, signage, trade show elements, print advertising, collateral materials, digital and web.*

- Ensure Lubrication Technologies and its customers maintain a strong corporate identity through the production of marketing materials that accurately reflect Lube-Tech and related Private Label brands
- Establish and maintain marketing services as a value-added offering to Lube-Tech business divisions and customers, including: Packaging, Print Advertising, Promotions, Brochures, Flyers (other printed material planning and design), Signage, Digital and Web content
- Propose creative concepts to internal customers
- Perform a range of graphic design functions, including design, layout, photography and pre-press
- Liaise with print/pre-press suppliers including the establishment of printing specifications, gaining competitive quotes and on time delivery
- Project cost estimating
- Maintenance of internal work flow, archiving, and detailed tracking of all projects

**Graphic Designer; Flexo Impressions**

May 2013 - June 2015

*Design flexible packaging, labels, and shrink sleeves; design and creation of marketing collateral, case studies, and related documentation; maintain website interface; back-up pre-press art specialist.*

- As the sole graphic designer, increased revenue and decreased expenses through eliminating outsourced design jobs, and added value to the brand through expanding customer options and ensuring customer products are user-friendly (design & print)
- Continue to further decrease operating expenses and cycle time by ensuring designs are print ready, eliminating the need for reformatting prior to printing
- Received two Star of Excellence awards in back-to-back years by creating innovative products which showcased design and print capabilities
- Began as an intern, was offered full-time employment due to work ethic and quality of work products

**Marketing Communications; Soligie**

Dec. 2014 - May 2015

*Create product/technology/platform data sheets, web-site updates, marketing and trade show materials, and related documentation.*

- Developed and executed a recommendation to cost-effectively increase visibility to product portfolio through integrating efforts with sister company
- Volunteered to be the in-house trainer for Adobe Illustrator when design jobs were insourced

**Sales Representative; Golden Tan**

March 2009 - Oct. 2014

*Worked as an airbrush technician; assisted customers in product selection/purchase; replenished inventory.*

- Consistently topped the sales chart each month due to in-depth knowledge of diverse product suite and ability to engage in consultative questioning and solutioning with customers

**Freelance Graphic Designer; Kelsie Ammann Designs**

- **Packaging:** Kakookies (2015-18)
- **Logos:** Farmington Youth Basketball Association (2010); Strung Out on Shiny Objects Podcast (2010); Mt. Olive Lutheran Church (2013); Bimeda (2015); Ricky's Gym (2015); Cheren Productions (2017)
- **Websites:** Be Graceful Bakery & Catering (2014); FUZION Consulting & Training Services, LLC (2014); A Divers World (2016); Cheren Productions (2017-18); MN School of Basketball (2013-18)

- **Marketing Collateral:** Action Radon Testing (2014-17); FUZION Consulting & Training Services, LLC (2010); \$5 Tan (2018); Kakookies (2017-18); MN School of Basketball (2013-18)
- **Sports Programs/Advertising Collateral:** Rogers Boys Lacrosse Association (2014-15); Shakopee Girls Basketball Association (2015); Maple Grove Girls Basketball Association (2014-17); Jefferson Boys Basketball Association (2014-18)
- **T-Shirt Design:** Spirit Promotions (2014-16)
- **Announcements:** Kelly's Graduation (2012); Vincent's Birth (2014); American Cancer Society (2015); Benson Wedding (2015); Garvin Wedding (2015); Espe Wedding (2016); Fjeld Wedding (2016); Peterson Wedding (2017); Kirk Wedding (2018)

## **TECHNICAL SKILLS**

- |                        |                     |                            |                   |
|------------------------|---------------------|----------------------------|-------------------|
| • Adobe CC Illustrator | • Adobe CC InDesign | • Adobe CC Photoshop       | • Esko Deskpack   |
| • Flexography          | • HubSpot           | • JD Edwards Enterpriseone | • MS Dynamics CRM |
| • MS Office Suite      | • Salesforce        | • WordPress                |                   |

## **EDUCATION**

### **Bethany Lutheran College, Mankato, MN.**

Bachelor of Arts: Studio Art with emphasis in Graphic Design

- GPA: 3.3/4.0; Cum Laude
- Dean's List, 2011-12, 2012-13

## **HONORS AND AWARDS**

- Brand Champion, Strategic Business Support; Lubrication Technologies, Inc. (2016)
- Star of Excellence Award, PIM: Best of Category; Flexo Impressions Wood Veneer Entry (2015)
- Star of Excellence Award, PIM: Best of Category; Flexo Impressions Shrink Sleeve(s) Entry (2014)
- All Conference All-Academic Team; Upper Midwest Athletic Conference (2011-13)
- Individual Sportsmanship Award; Upper Midwest Athletic Conference & Bethany Lutheran College (2012-13)