

HEATHER McKIEL

DIGITAL & PRINT GRAPHIC DESIGNER FOR SALES & MARKETING

// ABOUT

I'm a creative and logical Graphic and UI Designer that strives on solving problems and creating solutions for sales and marketing. I have a wide range of design experience, from branding and print collateral to digital interfaces and web design in the industries of publishing and manufacturing. I enjoy keeping up with technology and best practices for both print and digital solutions.

PORTFOLIO

www.heatherlmckiel.com

EMAIL

heatherlmckiel@gmail.com

DESIGN

InDesign, Photoshop, Illustrator, After Effects, Premiere Pro, Dimensions

DEVELOPMENT

Wordpress, Elementor, HTML, CSS, Squarespace, Wix

PROTOTYPING

Adobe XD, Sketch, Figma

SOCIAL AND EMAIL

Adobe Express, Mailchimp

PROJECT MANAGEMENT

Microsoft 365 (Teams, Outlook, Excel, Word, Powerpoint), Monday.com, Slack, Asana

// WORK HISTORY

FREELANCE GRAPHIC DESIGNER

09/11 – Present

- Collaborate directly with clients to understand design goals and deliver customized, professional results
- Create marketing materials such as ads, brochures, marketing campaigns, social media, and packaging designs for diverse industries
- Developed website designs and logos for small businesses and startups, including fully responsive websites

MARKETING COORDINATOR & GRAPHIC DESIGNER / VICTORIANVILLE & CO.

02/20 – Present

- Develop relationships with clients to understand business goals and guide the process of content & development of responsive websites
- Implement front-end design and develop responsive, SEO-friendly websites for clients, from concept through to launch
- Create designs and UI elements for interactive products, optimizing for user experience and mobile responsiveness
- Collaborate with developers to ensure integrated third-party tools, APIs, eCommerce solutions are accurately implemented into websites (payment gateways, product catalogs, revenue streams)
- Maintain websites post-launch, ensuring optimal performance, security, content updates, troubleshoot issues, and ensure functionality
- Manage brand identity for company, including logo design, brand guidelines, trade show booth exhibit & signage, and marketing collateral
- Provide design solutions and content for various media channels (print, digital, social media, catalogs, brochures, and web & email campaigns)
- Attend key trade shows and industry events, representing the company and engaging directly with current and prospective clients to foster relationships and increase brand visibility

SENIOR GRAPHIC DESIGNER / SIMON & SCHUSTER

02/16 – 02/19

- Design book covers that effectively convey the tone and content of each title, working with editors and publishing team to understand project vision and deliver designs that align with the author's narrative
- Create sample pages, templates, mood boards, and style sheets for book interiors
- Manage photo shoots, photo research, photo manipulation, and image color corrections
- Develop custom illustrations and visual elements to complement book themes and enhance storytelling
- Develop digital and print marketing collateral (catalogs, brochures, logos, banners, and ads)
- Use content management system for projects
- Handled all aspects of book production, including typesetting, layout adjustments, and digital file management for both print and eBooks
- Proficient use of XML for book content and work flow

SENIOR DESIGNER / SCHOOL SPECIALTY

07/11 – 02/15

- Develop digital and print marketing collateral (catalogs, brochures, trade show signage, email templates, white papers, and direct mail)
- Design book covers to align with creative brief
- Manage photo shoots, photo research, photo manipulation, and color corrections
- Develop trade show signage and collateral, work with team to plan trade show booth layouts and schedule of events
- Lead and support junior designers and freelancers on projects
- Help organize the production and delivery of print materials, ensuring accuracy and quality of work

MARKETING MEDIA MANAGER / MIDLITE

12/07 – 07/11

- Prepare yearly marketing strategies and budgets and execute end-to-end marketing strategies, including trade shows, and corporate events
- Maintain corporate accounts of B2B to track sales and ROI
- Lead company to first national trade show by managing and designing booth exhibit, signage, schedules, lead generations, and advertising
- Manage multiple trade shows annually, handling all aspects of event logistics, from booth design and setup to post-event follow-up
- Engage directly with current and prospective clients on the trade show floor, providing product demonstrations and tailored consultations to drive interest and generate leads
- Coordinate with external vendors and suppliers to ensure timely and cost-effective booth design, materials production, and event logistics
- Successfully plan, budget, and design initial launch of product retail packaging and branding, increase sales 25% with nation wide distribution
- Creation and distribution of email marketing campaigns to promote events and products
- Design and create content of all web and print campaigns through social media, company website (design, maintenance, and content updates), email campaigns, direct mail, catalogs, brochures, sell sheets, presentations, plan-o-grams, hang tags, and product packaging
- Strategically manage e-commerce site and track sales progress
- Develop how-to guides, training videos, and product installation instructions
- Photograph products, color corrections, and maintain product image library
- Manage product supply levels, manufacturing schedules, and product certification testing through audits and managing QMS
- Manage, hire, and schedule production and warehouse personnel

// ADDITIONAL PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

Kenney Manufacturing

SENIOR GRAPHIC DESIGNER

Sundance Publishing

SENIOR DESIGNER / MARKETING

Educators Publishing Service

SENIOR DESIGNER / EDITORIAL

Educators Publishing Service

DESIGNER

Pre-Press Company

// EDUCATION

BACHELORS OF FINE ARTS

GRAPHIC DESIGN / LETTERFORM

University of Massachusetts Dartmouth

WEB DESIGN PROFESSIONAL CERTIFICATION

FRONT END DEVELOPMENT / UX / UI

Salem State University

// VOLUNTEERING

Food and Friends' - Soup Kitchen of Attleboro

BSA - Scouts of America - Unit Commissioner