



KELLY CAHOON

CONTACT

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SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects
Adobe Premiere
Adobe Media Encoder
Adobe Audition
Figma
WordPress
HTML & CSS
Google Web Designer

LANGUAGES

Fluent: English
Learning: Dutch

HOBBIES

Walks & Hiking
Trying New Coffee Shops
Reading
Rock Climbing
Travel & Exploration

WORK HISTORY

Viden Marketing – On-Site

Bloomington, MN

8 years, 5 months

- **Director of Creative Services**

2023 - Present

In this role I collaborate with clients, senior leadership, and a team of designers to create impactful, results-driven visuals. As the creative lead, I am responsible for guiding the team in upholding brand standards, providing mentorship, and directing the creative process. Additionally, I plan and manage tasks such as internal and external photoshoots, while focusing on creative problem-solving.

- **Graphic Designer & Creative Manager**

2016 - 2023

As a Graphic Designer & Creative Manager I was responsible for designing high-quality deliverables while creating brand systems, web assets, social media graphics, and print materials for a diverse client base. I developed motion assets for paid social and TV campaigns, while managing post-production and audio versioning. I built and maintained custom WordPress websites and created marketing emails across various platforms. Additionally, I contributed to the growth of Viden's branding and assets, delivering a wide range of digital and print materials to support the agency.

Raising Cane's Chicken Fingers – On-Site

Lincoln, NE

5 months

- **Graphic Design Intern**

01/2016 - 05/2016

Designed promotional documents for print and web as well as internal publications and presentations.

EDUCATION

Bachelor of Fine Arts Degree, Emphasis in Graphic Design, University of Nebraska-Lincoln

September 2011 – June 2016

High School Diploma, Lakeville North High School

September 2007 – June 2011