

Kelly McCabe

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EDUCATION

University of Cincinnati | Cincinnati, OH | Class of 2021

Bachelor of Science in Communication Design | College of Design, Architecture, Art, and Planning

Marketing Minor | Carl H. Lindner College of Business

SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Acrobat, Premiere Pro, Lightroom, Audition, Dimension, XD, Media Encoder) | 3D & Motion Design | Cinema 4D | Strata | Videography/Editing Photography | Figma | Miro | Slack | Microsoft Office Suite (PowerPoint, Word, Outlook, Teams) | Google Suite (Docs, Forms, Slides) | Asana | Mailchimp | Meta Business Suite | Canva | Digital Asset Management Campaign Support | Web & Social Media Graphics

EXPERIENCE

GBC Fundraising | Office Generalist - Proofreader & Designer | Milford, OH | 07/2024 - 01/2025

- Proofread accuracy of calendars, listings, and advertisements before print production
- Produced, designed graphics, and formatted production assets, including flyers, email campaigns, calendar pads, and newsletters, while adhering to brand guidelines
- Managed dynamic content input, file preparation, and press-ready file submission for production
- Emailed calendar proofs and invoices to customers in a timely and professional manner.

Team Driving School | Graphic Designer | Remote | 05/2022 - 11/2023

- Designed and updated print and digital marketing materials, including business cards, brochures, trade show assets, and social media graphics
- Planned, scheduled, and designed social media graphics for Facebook and Instagram
- Assisted in developing and implementing marketing strategies to drive business growth

LSI Industries | Graphic Design Co-op | Blue Ash, OH | 08/2018 - 08/2019

- Developed and executed production design projects, including spec sheets, web banners, brochures, social media graphics, trade show graphics, and digital presentations
- Collaborated with marketing, lighting controls, and engineering teams to create impactful visual materials and assisted in updating previous assets and materials.

Packaging Corporation of America | Graphic Design Co-op | Mooresville, NC | 01/2018 - 05/2018

- Created and rendered 3D packaging mockups for product presentations for brands such as Sharpie, Late July Snacks, and Snyder's of Hanover
- Printed, laminated, mounted, and produced die-line artwork processes for packaging displays
- Handled file preparation for large-format and digital printing, ensuring high-quality standards