

Kelly Gibbons

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Creative, caring, articulate, self-motivated professional with 20+ years of experience in fast pace, deadline driven, diverse environments. Proven problem solver, enthusiastic leader and project manager accustomed to change and handling challenges confidently. Passionate team-player with a fun, energetic spirit and positive attitude, who inspires, motivates and works well with others or independently. Strong ability to use outstanding verbal, written and **visual communication** skills to enhance the vision and mission of the organization.

SunnyK Designs, Dallas, PA
Freelance Graphic Designer

Experience

Present

Creates original t-shirt designs, logos, posters, brochures and artwork for clients; writes copy for print and electronic platforms; provides photographs on request

Verve Vertu Art Studio, Dallas, PA

Art Inrichment Instructor

Present

Instructs adult students who have a wide range of developmental, physical and emotional disabilities in an apprenticeship studio while assisting in create original artwork sold in retail boutique

- Assesses students' skills to determine their needs and to develop teaching plans; Adapts lessons to meet the needs of students; Plans, organizes, and assigns activities that are specific to each student's abilities; Teaches and mentors students as a class, in small groups, and one-on-one
- Manages social media, updates and maintains studio blog and Facebook page; photographs artists and artwork for promotional purposes
- Frames and finishes artwork to ready for sale

Victims Resource Center, Wilkes-Barre, PA

Prevention Education Specialist

April 2015 to July 2017

Delivers dynamic presentations to diverse audiences on topics including child safety, anti-bullying, cyber safety, healthy relationships and anti-violence

- Established social media strategy to promote agency and services; increased traffic to agency Facebook page by 450% by creating compelling digital content and consistently updating
- Overhauled the marketing and promotional materials for classroom presentations and community displays using Adobe Creative Cloud programs

King's College, Wilkes-Barre, PA

Career Planning Assistant

August 2013 to April 2015

Administratively supported all members of the Career Planning Office and supervised student aides. Coordinated marketing efforts for office

- Designed and created digital marketing material for annual career expo and 40 plus Career Planning events per semester; increased student participation for Career Planning events to an all-time high during my tenure, and exceeded goals by 25% for both vendor and student participation at the expo

Human Resources Assistant

December 2006 to August 2013

Key support member of the team responsible for specific payroll and office workflow functions

- Streamlined open enrollment benefit process by creating, organizing and preparing annual employee benefit book that increased efficiency and decreased workload for other staff members
- Coordinated marketing and communications campaigns through creation and design of various communication, promotional and marketing pieces, including employee manuals, wellness brochures and t-shirts using Adobe CS programs to engage and educate employees

King's College, Wilkes-Barre, PA

Bachelor Bachelor of Arts

December 2011, summa cum laude

Communications

with a Visual Concentration focused in graphic design and photography

Certificate

May 2015

Leadership and Global Dynamics

Children's Institute of Literature, Long Ridge, CT

Certificate

May 2004

Writing for Children

Skills

Graphics:

Adobe Creative Suite/Creative Cloud
Photoshop
Illustrator
InDesign
Logo Design, Illustrations,
Marketing material

Writing:

Magazine, Newspaper,
Radio, Newsletter and
Blog Articles;
Creative Fiction

Microsoft Office:

Word, Excel, PowerPoint
SharePoint
Web Expressions

Social Media:

LinkedIn, Facebook,
Instagram, Twitter, Flickr

Et cetera

King's College Staff Volunteer Service Leader

October 2009-January 2015

≈Supervised students at various local and national locations carrying out service activities focusing on poverty and social justice issues.

The Kelci Ever After Memorial Scholarship

≈Fundraises for the scholarship established through The Luzerne Foundation, October 2013
≈Donates to various art, educational and environmental causes
≈Directs annual Run/Walk

Education