

Kris McCurry Graphic Design & Marketing

Sykesville, Maryland | 443-604-2927 | kris@digidaze.com

Links

www.krismccurry.gallery www.digidaze.com www.etsy.com/shop/bluewavesart
www.facebook.com/bluewaves art

Professional Summary

Design and Marketing Professional with a keen eye for detail, color, and composition. Excellent track record of bringing projects to life through innovative ideas. Creates compelling campaigns to boost brand awareness and sales.

Skills & Software

Graphic Design

- Print
- Web / Email
- Social Media
- Vector File Design

Writing

- Blogs / Articles
- PR

Marketing

- Client Management
- Campaign Development

Web & Email

- WordPress
- HTML
- Constant Contact
- Mailchimp

Adobe Creative Suite -

Photoshop, Illustrator, InDesign, After Effects, Dreamweaver

Microsoft Office Suite -

PowerPoint, Word, Excel

Work History

Freelance Design & Marketing - Digidaze LLC - Sykesville, MD

February 2011- Present

- Handle all aspects of marketing including creative direction, design, print, web, social media, campaign development, website management, client management, SEO & Google, and copywriting.
- Develop and maintain strong relationships with clients, resulting in repeat business and referrals.
- Implement marketing strategies to increase brand awareness and attract new business.

Artist / Designer - Blue Waves Art - Sykesville, MD

November 2019- Present

- Create resin art, wall art, and laser engraving sold online, in boutique shops, and juried art shows.
- Design custom artwork for clients, bringing to life their creative vision.

VP of Marketing - Brave New Markets - Owings Mills, MD

July 2002- February 2011

- Responsible for obtaining and managing clients for results-driven marketing and advertising agency.
- Handled all aspects of client and campaign development, print and web design, and SEO.
- Responsible for hiring and managing creative and administrative teams.
- Enhanced customer engagement with consistent messaging across multiple channels, including social media, email, web, and print.
- Collaborated with executive leadership to set strategic goals aligned with overall business objectives.

Education

Platt College - San Diego, CA

Associates of Arts and Sciences - Graphic Design