

KELLI REUTMAN

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EDUCATION

Ball State University

· expected May 2019

B.S. Advertising

Concentrations:

- Emerging Media
- Event Planning and Management

Dean's List 2015–Present

· 3.85 GPA

SKILLS & TOOLS

Proficient in:

- HTML
- CSS
- SCSS
- Responsive design
- Browser compatibility
- Illustrator
- InDesign
- Sketch

Experience with:

- ReactJS
- JavaScript
- jQuery
- Photoshop
- Google Analytics Integration
- ADA Accessibility
- Account management
- Prototyping
- Squarespace

EMPLOYMENT

The Digital Corps | Muncie, IN

Web Designer & Developer | 2016–Present

- design and develop websites and apps at an on-campus digital agency
- collaborate with team members to identify the best solution based on client needs
- kept simultaneous projects with similar deadlines on schedule

KEY PROJECTS:

- relaunched a high school pitch competition website that received 2,700 unique visits during the registration period
- launched a career-preparedness webapp that is actively used by over 1,500 university students, along with an admin dashboard to manage the data
- lead the design and front-end development of an app with 1,000 downloads in the first four months

Holiday World & Splashin' Safari | Santa Claus, IN

Marketing & Design Intern | 2016

- researched eight competitor parks weekly to compare marketing techniques
- designed collector's cards to be distributed to park guests and products to be sold in gift shops
- communicated with 40+ trade partners on a regular basis

Attractions Crew Leader | 2013–2016

- worked in a fast-paced, enthusiastic service environment for four seasons

INVOLVEMENT

Cardinal Catholic | Muncie, IN

Thursday Night Social Coordinator | Fall 2018

- organize themed social events for club members from concept to implementation with little oversight
- direct a small team to set up and tear down each event

TRANSFERABLE SKILLS EVENT PLANNING, CONCEPT CREATION, AUTONOMY

Koinonia Retreat Coordinator | Spring 2018

- lead and empowered a team of 25 students to implement a weekend retreat

TRANSFERABLE SKILLS ORGANIZATION, DELEGATION, TIME MANAGEMENT, PLANNING

Designer & Social Media Manager | 2017

- designed social media graphics, t-shirts, and other promotional materials to reach organization members and university students
- implemented consistent branding and style guide for the organization
- managed Facebook, Twitter, and Flocknote communication

TRANSFERABLE SKILLS BRAND MANAGEMENT, EVENT PROMOTION

Jacket Copy Creative Immersive Learning Class | Muncie, IN

Designer | Spring 2017

- designed promotional material for eight university departmental events
- managed a project team of four to create a 20-page informational booklet for prospective dean candidates

TRANSFERABLE SKILLS PROJECT MANAGEMENT, CLIENT COMMUNICATION