



Meredith J. Kress

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OBJECTIVE

Graphic Designer looking to apply my creative mindset, leadership experience and strong initiative to implement innovative solutions through digital marketing and design .

EDUCATION

Bachelor of Arts in Interactive Media Studies & Graphic Design Class of 2017
GPA 3.69 / 4.00
Miami University President's List Spring 2017 & Fall 2016
Miami University Dean's List Spring of 2015 & 2016

WORK EXPERIENCE

DUNKIN' BRANDS - Canton, MA June - August 2017
Digital Innovation Intern

- Marketed gift cards to encourage DD Perks enrollment, simplified ordering process for B2B purchases, integrated different payment platforms on mobile improving purchasing experience for all customers
- Managed 3 projects over course of internship
 - Proposed and managed RFP for DD Gift Card Design to 9 different agencies
 - Designed 2017 back to school in app card creative and featured in email to 6 million Dunkin' members
 - Assisted in DD.com consolidation and designed the new Upload Your Own Photo gift card template and coordinating z-fold carrier
 - Created new order form and interactive infographic instructional aid for Hot Card ordering

SAILORMADE - Boston, MA July-August 2016
Design Intern

- Photographed products for social media platforms, prepared showroom and products for sale
- Created downloadable online catalog from the ecommerce website for wholesale buyers
- Managed content for Amazon Business page

NATIONAL LUMBER - Mansfield, MA July - August 2016
Accounts Payable Intern

- Processed 1,000+ accounts payable invoices and sales slips
- Managed invoicing across 9 company divisions in New England

ECHO DESIGN - New York, NY December 2015 - January 2016
Graphic Design Intern

- Completed 120 hours of digital work designing content for emails, website, and lookbook
- Formatted and managed ecommerce homepage, and created B2B and B2C emails using Constant Contact

DIGITAL MARKETING EXPERIENCE

- The Lala: Contributing Photographer and Campus Rep. for online publication July '15 - Present
- 41 Winks Winkbassador: Campus Rep. - facilitated giveaways, designed content, & hosted events Sept '16 - May '17
- Love Your Melon: Campus Rep. and Graphic Designer for Miami of Ohio team, 20 members Feb '15 - May '17

TECHNICAL SKILLS

FLUENT IN
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
UI/UX Design
Typesetting
Social Media
Sketch

WORKING KNOWLEDGE
Swift Code
Adobe After Effects
HTML & CSS
Javascript
Email Marketing

STUDY ABROAD

June-July 2016
Lead Abroad Media Leader June '16 - May '17
Photographer & video producer abroad, campus ambassador at Miami
Global Citizenship and Leadership in Greece

- Traveled with 40 other students from various Universities to Athens, Santorini, and Crete
- Completed a week of service with Syrian Refugees