



**Kelly Burmeister**

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## EDUCATION

### **University of Delaware**

Visual Communications, BFA

Advertising Minor

GPA: 3.77

## HONORS & AWARDS

**Dean's List:** Fall 2021, Spring 2022, Fall 2022, Spring 2023, Spring 2024

**Scholarships:** University Scholarship

**Grants/Awards:** University of Delaware Grant, Delaware Scholar Award

## EXPERIENCE

### **American Institute, Toms River, NJ**

*Graphic Design Intern, June 2024 - August 2024*

- Collaborated with the marketing team to develop and manage social media content and run events on 5 different campuses, enhancing branding.
- Led a summer-long project focused on researching and designing a "New Student Handout," distributed to over 350 incoming students, creating higher engagement with campus resources.

### **RB Life Brands, Scotch Plains, NJ**

*Graphic Design Intern, June 2024 - August 2024*

- Supported a start-up team in crafting social media content and managing platforms, gaining hands-on experience with paid advertising on Amazon, Instagram, Pinterest, and TikTok Shop.
- Designed digital assets for brand awareness campaigns, leading to an increase in the brand's social media following.

### **Fortune Web Marketing, Asbury Park, NJ**

*Graphic Design Intern, June 2023 - August 2023*

- Created social media graphics, email templates, website banners, and blog posts, effectively delivering tailored marketing materials for various clients.
- Increased engagement across social platforms by introducing innovative visual concepts aligned with each client's branding.

### **Rufhaus Designs, Red Bank, NJ**

*P/T Graphic Design Assistant, May 2023 - August 2023*

- Assisted the Creative Director in launching an e-commerce store focused on diversity-themed apparel, managing the design and product upload process on Shopify.
- Utilized Printful for product fulfillment, improving site functionality and user experience, and supported a successful launch with 50+ product listings.

## SKILLS

**Graphic Design:** Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom

**AI Tools:** Midjourney, Google Gemini

**Marketing Tools:** Figma, Meta Spark Studio, Canva, Vimeo

**E-commerce & Web Tools:** Shopify, Printful, Wix

**Office Tools:** Microsoft Office Suite

## UD ACTIVITIES

**The New Magazine**

**Women in Business Club**

**Visual Communications Club**