



Kelly Burmeister

908.770.8016

kellyburmeister.com

kellyburmeister2@gmail.com

EDUCATION

University of Delaware

Visual Communications, BFA

Advertising Minor

Magna Cum Laude

HONORS & AWARDS

Dean's List: Fall 2021, Spring 2022, Fall 2022, Spring 2023, Spring 2024, Fall 2024, Spring 2025

Scholarships: University Scholarship

Grants/Awards: University of Delaware Grant, Delaware Scholar Award, Visual Communications Merit Award

EXPERIENCE

American Institute, Toms River, NJ

P/T Event Coordinator and Social Media Specialist, May 2025 - Present, Hybrid

- Manage social media strategy and content creation for two campuses, including event coverage, photography, and daily engagement
- Support campus event planning by coordinating logistics, gathering headcounts, ordering supplies, and designing promotional flyers

Social Media, Marketing Intern, June 2024 - August 2024, Hybrid

- Strategized with the marketing team to develop and produce social media content and execute events across 5 campuses to enhance branding and increase recognition.
- 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.

Odysseus Arms, Mill Valley, CA

Graphic Design Intern, January 2025 - April 2025, Remote

- Led a team of 6 interns as the primary point of contact with advertising agency leadership. Facilitated meetings, tracked project milestones, spearheaded client presentations and ensured quality, accuracy and creativity of deliverables.
- Collaborated with creative directors on a diverse range of high-level client projects including website rebranding, product photography, and experiential ad campaigns.

RB Life Brands, Scotch Plains, NJ

Graphic Design Intern, June 2024 - August 2024, Hybrid

- 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, In-Person

- 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, In-Person

- 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, Krea.ai, Whisk

Marketing Tools: Figma, Meta Spark Studio, Canva, Vimeo, Promo Videos

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

Office Tools: Microsoft Office Suite