



Kelly Burmeister

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EDUCATION

University of Delaware

Visual Communications, BFA

Advertising Minor

GPA: 3.78

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

Odysseus Arms, Mill Valley, CA

Graphic Design Intern, January 2025 - April 2025, Remote

- Led a team of 6 interns as the main point of contact with agency leadership. Organized meetings, tracked project progress, led client presentations, and ensured smooth delivery of work.
- Contributed to a diverse range of client projects including a website rebrand, a product photoshoot, and experiential ad campaigns. Gained hands-on, professional advertising experience.

American Institute, Toms River, NJ

Event Coordinator and Social Media Specialist, June 2024 - August 2024, Hybrid

- 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, 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