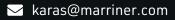
## CONTACT



🌙 (443) 852-1468 🛛 🕅 🕅 🗇 何 🗗

## SKILLS

Digital Production, HTML Emails, Dynamic Rich Media Ads, Illustration, UX/Usability, Responsive Web Design & Development, Brand Identity

## **EDUCATION**

## **Towson University**

Graduate Studies (2006-2010)

• Interactive Media Design Post-Baccalaureate Certificate

### **Towson University** Undergraduate Studies (2006-2010)

- B.S in Mass Communication Advertising Concentration
- B.F.A. in Art + Design Digital Art + Design Contentration

# CERTIFICATIONS

### **SharpSpring** (Constant Contact)

- Agency Onboarding & Certification
- Marketing Automation Essentials

### **Google Digital Academy**(Skillshop)

- Google Studio Basics
- Google Web Designer Basics
- Google Ads Apps Certification
- Google Ads Display Certification
- Google Creative Certification

## AGENCY AWARDS

#### 45<sup>th</sup> American Advertising Awards AAF Baltimore - 2018 (Silver)

- Cholula Branding<sup>\*</sup>
- ٠ Perdue Retail Website Redesign\*

### 46<sup>th</sup> American Advertising Awards AAF Baltimore - 2019 (Gold)

• Maryland Tourism "Open for It" Campaign\*

# KARA SIEGERT

Senior Digital Designer

# CAREER SUMMARY



With a foundation in UX strategy and over 10 years of industry experience, from concept to creative, design to development, I specialize in the full-spectrum of digital production. Currently, I'm a Senior Digital Designer at Marriner Marketing in Columbia, MD and I work on campaigns in foodservice and hospitality.

# **PROFESSIONAL EXPERIENCE**



### Marriner Marketing **Senior Digital Designer Production Designer**

Columbia, MD January 2022 - Present May 2018 - January 2022

Design and digital production of websites, landing pages, responsive HTML emails, dynamic rich media & static banner ads and interactive media assets for web platforms and online publications.

# Dragonbridge, Inc.

Germantown, MD September 2016 - May 2018

Graphic & Web Designer Designed and built rich media HTML banner advertisements, created multilingual print ads & promotional marketing materials and developed interactive media and web content.

# **RED-90, LLC**

## Baltimore, MD

Freelance Designer, Owner

September 2011 - May 2018 Founded a small business that offered design services to the lacrosse community. Created brand identities, websites and custom printed team gear for NCAA D1 women's programs, players and coaches.

## **BBDO Atlanta**

### **User Experience Strategy Intern**

Atlanta, GA

Assisted the UX lead in the digital production and documentation of interactive ad campaigns and mobile app experiences for REI, AT&T, Florida Orange Juice and Bayer Crop Science.

# **APPS & SOFTWARF**



ADOBE Illustrator/Photoshop/InDesign/Dreamweaver/XD | GOOGLE WebDesigner/Ads/Marketing WEB/UX Bootstrap | Wordpress | SharpSpring | Umbraco | InVision | Figma | HTML+CSS | Zeplin

September 2011 - 2012



BDO