

EXECUTIVE SUMMARY

Creative professional with over a decade of experience across multiple disciplines, including graphic design, web development, motion/video production, and marketing. Recognized for delivering innovative, visually impactful content across print, digital, and multimedia platforms. Combines technical expertise with creative vision to craft cohesive brand strategies and manage complex projects. A proven leader in cross-functional collaboration, campaign development, and team mentorship, with a versatile skill set that drives results in diverse creative environments.

KEY SKILLS

- **Creative Direction & Branding:** Crafting cohesive brand identities and leading multi-channel campaigns.
- **Advanced Design Expertise:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere).
- **Web Development & Optimization:** Expertise in WordPress, front-end development (HTML, CSS), and SEO best practices.
- **Video & Multimedia Production:** Producing, shooting, and editing content for diverse commercial and corporate platforms.
- **Project & Team Leadership:** Managing design systems, mentoring members, and ensuring project deliverables meet objectives.
- **Marketing Strategy:** Data-driven campaign planning, content creation, and audience engagement strategies.

PROFESSIONAL EXPERIENCE HIGHLIGHTS

Creative Direction & Multimedia Experience

- Led VoxScan Medical SAAS relaunch: brand, site, SEO, and full content strategy.
- Produced 20+ videos incl. medical explainers and legal animations.
- Designed, built and launched VoxScan.com with UX, SEO, and analytics setup.
- Grew Instagram from 2 to 783 followers in 90 days with organic content strategy.
- Delivered branded assets across digital, print, and social platforms.
- Directed multimedia campaigns to boost visibility and engagement.
- Held production lead roles on commercial and television sets.
- Wrote UX copy and optimized landing flows for lead conversion.
- Managed brand assets and content libraries for internal company use.
- Developed templates for decks, social posts, and video scripts.

EDUCATION

Graphic Design - AFA Degree
Delaware County Community College
2013

Film - BA Degree
University Of North Carolina
At Wilmington
2005

HARD SKILLS

Adobe Creative Suite

- Photoshop
- Illustrator
- Indesign
- After Effects
- Premiere
- Lightroom

Hubspot

Sketch

Figma

Final Cut Pro

Front-end Development

Wordpress

HTML & CSS

OTHER RELEVANT LEADERSHIP ROLES

Head of Camera Operations
Executive Video Producer
Chief Director of Photography
Design Lead

EXAMPLES OF WORK

KellyNeilon.com - Design
Vimeo.com/kneilon - Videography

PROFESSIONAL EXPERIENCE (*cont'd*)

Design & Marketing Manager | Full Scope Insights | Remote | 2024 - 2025

- Develop and execute creative strategies for FSI's marketing initiatives, delivering content that enhances brand visibility across print, digital, and web platforms.
- Lead the design of annual sustainability/ESG/CSR reports, working closely with internal consulting teams to ensure narrative and visual consistency.
- Manage FSI's website, driving updates and optimizations to enhance user engagement and functionality.
- Direct and analyze marketing campaigns, leveraging metrics to refine strategies and improve ROI.
- Produce client-facing communication materials, including blogs, case studies, and promotional visuals tailored to diverse audiences.

Digital Marketing & Design Manager | UCH | Remote | 2020 - 2024

- Spearheaded creative strategy and oversaw all marketing projects, delivering innovative campaigns that elevated brand visibility.
- Managed and optimized a portfolio of 14+ websites, ensuring functionality, SEO performance, and user experience excellence.
- Implemented a streamlined design system, reducing turnaround times and increasing workflow efficiency by 20%.
- Collaborated with external vendors and internal teams to align creative output with business objectives.
- Provided detailed analytics reports to guide decision-making and measure campaign success.

Senior Creative Designer | Hankin Group | Exton, PA | 2019 - 2020

- Directed creative projects across branding, marketing, and design, ensuring consistent storytelling and quality.
- Developed and launched a digital asset management platform, streamlining access to creative resources.
- Partnered with cross-departmental teams to implement innovative design solutions aligned with organizational goals.

Senior Digital Designer | Apple Leisure Group | Newtown Square, PA | 2015 - 2019

- Designed and executed high-quality visual content for digital and print campaigns, enhancing client engagement and brand identity.
- Produced video content for brand storytelling, contributing to a 25% increase in audience engagement.
- Collaborated with marketing teams during creative ideation sessions, delivering innovative solutions for diverse projects.