



# KRISTEN PORTER

WWW.ELEGANTLY-TWISTED.COM

## CONTACT DETAILS

Mobile: 949-842-8652  
Kristen.porter@gmail.com

## EXECUTIVE PROFILE

Self-driven, ambitious, client-focused professional seeking a position to implement my multifaceted skill set in psychology, technology, arts, media, and marketing. My keen eye for detail and adaptability to business practices allow me to serve as a valuable and creative asset to any team.

## SKILLS

- Digital & Print Design
- Adobe Suite (Photoshop, Illustrator, InDesign), Video Editing
- Photo Retouching
- Digital Marketing
- Web Design, Optimization & SEO
- Social Media Content Promotion
- Copy Editing / Proofing
- Magento, Wix, Wordpress

## EDUCATION

University of Colorado, Boulder  
B.A: Psychology  
Minor: Technology, Arts, & Media

## REFERENCES

Tiffany Bonando, *Signature Events Director*  
Email: bonando@ocbj.com  
Phone: 949-833-8373 Extension: 227

Jami Derby, *Supplements Editor*  
Email: derby@ocbj.com  
Phone: 949-833-8373 Extension: 270

## EMPLOYMENT HISTORY

### MARKETING COORDINATOR

**Orange County Business Journal | March 2018 - Present**

- The conceptualization, design, and execution of advertising campaigns for eight annual business events.
- Creation and upkeep of personalized media kits for the sales staff. Maintaining the editorial calendar and editing as needed.
- Creation of promotional flyers in accordance with special offers, custom content features, and house ads for the journal's weekly publication.
- Creation of marketing tool kits for nominees and sponsors to bring exposure to all events and involved parties.
- Creation of event materials leading up to and on event day: Event invitations, certificates, keynote announcements, PowerPoint presentations, awards program & invites, event signage (display signs, event sponsor signs, dais signs, table toppers, name badges, and social media cards).
- Maintaining OCBJ's online presence across social media.
- Assistance in copy editing content.

### JUNIOR GRAPHIC DESIGNER

**Ampronix, Inc. | April 2016 - March 2018**

- Illustrate marketing concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Responsible for the creation and control of all PDF documentation.
- Oversee all graphical contents including logos, product images, photos, web graphics, and animation.
- Assist Marketing, Service, and Repair, as well as Research and Development departments through web design, blog posts and revisions, photography, ad development, trade show events, and promotional campaigns.
- Create labels, templates, and assist with product and company identity through graphical representation and development.
- ISO and ESD compliance and organization of marketing materials and assist with marketing displays.

### ASSISTANT EVENT COORDINATOR & GRAPHIC DESIGNER INTERN

**Michael Kingsbury Marketing (MKM) | July 2015 - December 2015**

- Redesign of Taste of Brews T-Shirts.
- Redesigning MKM website and Taste of Brews site.
- Aid in booking venues, catering, and entertainment for our beer and wine tasting events.
- Promotion of vendors and breweries across social media platforms and company blog.
- Creation of logos, banners, e-cards, e-blasts, and website mock-ups.
- Clerical duties including phone, email, data entry, and filing.