

Kristy Soper

GRAPHIC DESIGNER

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kristysoper.com

SOFTWARE

- Adobe Creative Suite
(InDesign, Photoshop, Illustrator, Acrobat)
- Microsoft Office Suite
(Word, Excel, PowerPoint, Outlook)
- WordPress

PLATFORMS

- Windows, Mac OS

PROFESSIONAL ORGANIZATIONS

Georgia Society for Healthcare
Marketing & Public Relations

AWARDS

Georgia Hospital Association
Target Award for WellStar
Community Benefits Report, 2015

EDUCATION

Printing and Graphics Certificate

Valdosta Technical College
Valdosta, GA

Bachelor of Fine Arts

Graphic Design & Printmaking
Valdosta State University
Valdosta, GA

Bachelor of Business Administration

Marketing
Mercer University
Macon, GA

PROFILE

Creative, motivated and industry-leading graphic designer with more than 14 years of experience in marketing, project management, strategic planning, web and print design. Creates innovative and effective marketing strategies and campaigns that increase brand awareness and resonance. Has strong working knowledge of brand development, user-centered experience design, advertising, digital marketing and the creative process. Excels in deadline-driven environments and can manage multiple, concurrent projects across media formats.

PROFESSIONAL EXPERIENCE

Self-employed – Marietta, GA

June 2004 – present

Freelance Graphic Designer

- Work with clients to translate ideas into on-brand, high-impact marketing materials, including logos, ads, direct mail, brochures, flyers, social media and web assets, etc.

WellStar Health System – Marietta, GA

March 2009 – January 2018

Senior Graphic Designer

2013 to 2018

Marketing Strategist

2010 to 2013

Marketing Representative

2009 to 2010

- Led the creative direction for the largest health system in Georgia, which has more than 20,000 employees and 11 hospitals, 225 medical office locations, health parks and more. Supported the strategic, brand and business needs of the system.
- Established external marketing and internal communications visual identity standards.
- Designed internal and external integrated marketing collateral to connect, educate and engage stakeholders, including patients, community members and clinical and administrative staff. Finished products included ads, annual reports, infographics, logos, social media templates and web assets.
- Collaborated with digital/web team to develop the system's first mobile application (app).
- Created official system-wide template standards for letterhead, business cards, flyers and posters.
- Set the direction for the creative team. Managed and mentored two graphic designers. Fostered creativity through project consultations and reviews.
- Continuously looked for process improvement efforts. Created a design request intake process and project management system that increased productivity and organization. Implemented an organized design library by cataloging assets and making them easily accessible for future projects.

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- Coordinated all marketing design requests from idea conception through completion.
- Developed key partnerships with system and department leaders, consulting and educating them on the most effective creative options to help achieve their overall marketing goals and objectives.
- Scheduled and supervised professional photography shoots for campaigns, ads and internal photography inventory. Ensured images were compelling and reinforced the system's brand.
- Oversaw the efficient use of project budgets ranging from \$200 to \$200,000+.
- Established and maintained successful business relationships with vendors to ensure projects were finished on time and on budget.

South Georgia Medical Center – Valdosta, GA

May 2004 – June 2008

Marketing Specialist

- Served as in-house advertising/graphic design specialist for the South Georgia Health System.
- Designed all external advertising, including print publications, logos, banners, billboards, magazines and t-shirts, as well as performed limited website maintenance.
- Created new design themes for marketing and additional collateral materials.
- Acted as traffic manager for all print projects – tracking initial request, production cycle, approvals and print process.
- Managed the placement and schedule of all print media buys.

Valdosta Technical College – Valdosta, GA

July 2007 – May 2008

Adjunct Instructor - Printing and Graphics

- Provided students with a solid foundation in graphic design principles and design software programs.
- Guided students through the printing process, from concept and design to pre-press and production.
- Provided hands-on experience developing projects and presented critiques once completed.
- Supervised, mentored and evaluated student interns.