KAYLA KLEMM

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845-591-1447
KaylaKlemm.com

PROFESSIONAL EXPERIENCE

Lead Web Designer/ Digital Marketing Manager
InPlace Marketing *Tampa, FL* | April 2013 – Present

- Designed and developed responsive websites for clients across various industries, ensuring that they met ADA/web accessibility standards, cross-browser compatibility and optimized for SEO
- Collaborated with clients to understand their business needs and translate them into design concepts and functional websites
- Oversaw hosting for 30+ websites involving server management, website migration, backup and recovery, resource management, security and performance optimization
- Proficient in managing DNS records and configuring domain settings
- Strong understanding of a multitude of CMSs including Sitecore, Eloqua and WordPress
- Excellent communication and teamwork skills including training and mentoring associates across all levels of the agency
- Managed a team of designers and developers to ensure timely project delivery and high-quality work

Production Artist
InPlace Marketing *Tampa, FL* | April 2011 – April 2013

- Executed production design projects, ensuring brand and quality standards were met
- Created print and digital materials, including advertisements, brochures, newsletters, digital ads, interactive PDFs, landing pages and other marketing collateral
- Improved internal processes by researching and successfully implementing a new email CMS that streamlined outgoing marketing campaigns by 75%
- Responsible for coding email marketing materials using HTML, CSS, Photoshop and Dreamweaver

Freelance Web Designer
Div Tree, LLC *Tampa, FL* | Sept 2010 – Present

- Created visually appealing, industry standard websites by creating custom WordPress solutions
- Responsible for identifying project scope, estimating projected cost and efficiently managing own deadline, while accommodating new client feedback
- Strong organizational skills in order to prioritize multiple projects at once
- Specialized in UX design by creating website that were intuitive, user-friendly, and engaging by conducting user research and developing wireframes

EDUCATION & ACCOLADES

University of Tampa
May 2010

Bachelor of Fine Arts in *Graphic Design*
Minor in *Electronic Art Media and Technology*

Graduated *Magna Cum Laude*: 3.83 GPA

Top 10 Finalist in Elementor's Website Show Off Competition
December 2022

Out of the thousands of entries Elementor received, my entered NFT website was chosen as one of the top 10 under the category "Experimental Website for the soul"

WEB/PROGRAMMING SKILLS
- WordPress
- CSS/HTML
- Cross-Browser/Device Testing
- Responsive Design
- Elementor

DESIGN TOOLS
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Acrobat
- Figma/Adobe XD/ InVision

OTHER ESSENTIALS
- Mac OS / Windows
- Asana/Wrike
- Google Suite
- Sitecore
- Eloqua