CHERYL KEEN KNOWLTON

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(717) 405-2760

Greater Philadelphia Area

OBJECTIVE

Lead a passionate team to create strategically driven and delightfully creative content

EDUCATION

University of Delaware
Newark, DE

Bachelor of Arts - 2013
Major: Art
Minors: Interactive Media, Art History

Dean's list 2011-2013

SKILLS

- Art Direction
- Graphic Design
- Web Design
- Marketing Strategy
- Email, Print, & Web Marketing
- Content Creation
- HTML, CSS, Javascript
- Responsive Design
- User Experience

PORTFOLIO

cherylkeenknowlton.com

PROFESSIONAL EXPERIENCE

Content Designer

Kay Lighting | Conshohocken, PA | April 2018 – Present

- Manages the kaylighting.com and speckaylighting.com websites including campaign management, creative design, construction, and refresh implementation
- Develops, designs, codes, and segments targeted email campaigns
- Manages social media channels, including building social calendars, organic post design and scheduling, and paid search advertisement design
- Designs print and digital advertisements for both commercial and architectural application
- Blogs using targeted keywords and data driven terminology to create meaningful content on the Kay Lighting website

Web Art Director

FULLBEAUTY Brands, KingSize Direct | New York, NY | October 2015 – April 2018

- Developed, designed, and coded all homepage refreshes, website banners, and landing pages for the KingSize brand
- Designed and planned print content including postcards, advertisements, and catalog layouts
- Built email marketing schedules and email creative around yearly campaigns and user data
- Directed art shoots managing models, clothing, hair/makeup, and locations
- Worked closely with ecommerce, digital marketing, and management teams
- Worked with the UX team to design and implement a new kingsizedirect.com style guide and user flow across all devices

Graphic and Web Designer

SofterWare Inc. | Horsham, PA | April 2014 – October 2015

- Designed, presented, and constructed marketing and promotional materials for two unique software brands, DonorPerfect and EZCare
- Headed successful marketing campaigns for yearly tech conference, including responsive website, mobile app, digital and print ads
- Collaborated closely with Marketing and UX team members to update brand websites to give users the best possible experience
- Participated in user testing to improve the user experience of website designs

Graphic and Web Designer

Brand Builder Solutions | Newark, DE | September 2012 - March 2014

- Designed and edited meaningful content, responsive websites, and social media plans specifically for inbound marketing clients
- Designed, built, and promoted HubSpot site, blog, and email templates built on the HubSpot COS
- Created video tutorials for clients
- Blogged weekly on inbound marketing and design for Brand Builder Solutions, as well as for client company blogs