



Phone: 410.598.3807



Portfolio: www.coroflot.com/shinobigem



Email: Kelly_Fossett@yahoo.com



KELLY FOSSETT

Graphic Designer \\ Art Director

Profile: Innovative, technically inclined, and high-powered professional with extensive and progressive background in graphic/web design marketing promotions, ad layout, logo design, and enterprise-level marketing. Demonstrate results-driven performance in environments where functional responsibilities are aligned to business strategies.



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Sr. Web/Graphic Designer TSL Marketing | Jan 2012-Present

- » Design world-class digital and print collateral for IBM business partners, resulting in increased quarterly profits.
- » Consistently deliver notable results and exceed client expectations by delivering high impact marketing and design solutions.
- » A track record of meeting demanding deadlines, communicating effectively with cross-functional teams ensuring profitability and timeliness of all projects.

Web/Graphic Designer JoS. A. Bank | Sept 2011-Dec 2011

- » Designed compelling, sales-driving e-mail campaigns and flash banners for 2011 holiday promotions for 550 stores, resulting in record sales of \$3 million.
- » Design weekly e-mail campaigns for factory store, retail and online promotions.
- » Integral team member in the international e-commerce marketing expansion.