TERESA KIEFFER | Digital Design • Advertising • Branding • Creative

CONTACT

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PROFILE

Innovative professional with 15+ years of experience in digital and graphic design, adept at producing high-quality, multi channel creative assets. Proven expertise in Adobe Creative Suite, and marketing design, with a strong record of managing concurrent projects and ensuring brand integrity through effective stakeholder collaboration and creative process execution.

EDUCATION

ASSOCIATES DEGREE IN VISUAL COMMUNICATION

Wright State University, Celina, OH

SKILLS

- Experience with Adobe Creative Cloud
- Detail oriented
- Creative and critical thinker
- Excellent multi-tasker

WORK EXPERIENCE

DIGITAL DESIGN PROJECT COORDINATOR | Totally Promotional, Coldwater OH / Feb. 2018 - Oct. 2026

- Led visual projects from concept through delivery, delegating tasks to keep the team on schedule
- Reviewed team output for quality, verifying imprint placement, sizing, and colors, while utilizing Trello
- Edited and retouched thousands of product photos to a consistent brand standard
- Designed and maintained templates, product graphics, and logos for digital and print
- Built AI-generated scripts to automate repetitive tasks, saving significant product time

ADVERTISING DESIGNER / DESIGN COORDINATOR | Visions/AwardCraft, Celina, OH / Nov. 2015 - Feb. 2018

- Conceptualize, design, and produce artwork and layouts for print and digital marketing materials, including catalogs, flyers, emails, and advertisements
- Retouch, and prepare images for print and web, ensuring correct resolution and formatting for each medium
- Manage marketing projects from start to finish, coordinating schedules and delegating tasks to meet deadlines
- Design custom awards, producing mockups and client presentations that secured approval / won orders