



VERONICA STAR KERR

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YPSILANTI, MI

FULL SPECTRUM CREATIVE SOLUTIONS

Cultivating the relationship between utility & design to develop solutions that drive successful outcomes

PROFESSIONAL EXPERIENCE

Sept '17 / **OWNER & PRINCIPAL DESIGNER**
Current / VStar Design Group LLC, Ypsilanti, MI

- Consulting clients on marketing tactics to provide content and design solutions in branding, digital marketing, and collateral from ideation to delivery
- Developing and maintaining customized WordPress websites including web/domain hosting services and email administration

Sept '21 / **MARKETING OPERATIONS MANAGER**
Jan '22 / SkySpecs Inc, Arbor, MI

- Managed sponsorship at largest industry trade show; managed exhibit production, promotion, and sales collateral, while incorporating product relaunch with new brand strategy, facilitating 12 customer meetings and 54 SQLs
- Supported company rebrand with 3rd party, including information architecture, content direction, creative direction, and led creative task ownership transition
- Onboarded and integrated new marketing automation software Pardot by Salesforce
- Developed new project management processes, file structures, and organized department documentation in Notion software for more efficient team management
- Created event management process to effectively unify team across 3 continents
- Completed graphic design projects in video, digital marketing, and sales collateral

Sept '19 / **MARKETING MANAGER**, Jan '21 - Sept '22
Sept '22 / **MARKETING SPECIALIST**, Sept '19 - Jan '21
Wimsatt Building Materials, Wayne, MI

- Planned and executed marketing strategy, content creation, and tactics for all 8 locations to customer database of +15000 contacts, +400 associates, incorporating content from +60 vendors
- Led content creation and design for all campaigns utilizing events, email marketing, landing pages, direct mail, social media, podcasts, sales collateral, and blog posts
- Launched new custom WordPress website with enhanced SEO methods, transforming ≈400 new users per month to ≈1700 new users per month
- Developed new custom e-commerce platform with 3rd party developers
- Created new brand identity across all media including new brand standards guide
- Planned and executed first-ever virtual company trade show, organizing presentations with +20 vendors and registration for +1000 customers in attendance
- Organized company-ran in-person trade show including brand identity, promotion, venue relations, logistics, and on-site photography
- Built and presented marketing seminars drawing +50 customers to each location
- Developed recruitment marketing strategy with HR resulting in +20 qualified hires
- Managed and trained new associates in marketing and created *Content Creator* role
- Insituted and supported social responsibility committee

EDUCATION

Bachelor of Fine Arts: Graphic Design
College for Creative Studies, 2010

K-12 LQ Visual Arts Certification
College for Creative Studies, 2018
Certification Expires January 2nd 2024

SOFTWARE & TECHNICAL SKILLS

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, XD, Premiere, AfterEffects, Dreamweaver
- InVision, Figma, Balsamiq Wireframes
- HTML & CSS
- Plesk & WHM Hosting Administration
- Domain & DNS Management
- SEO, SEM, SSM
- GSuite for Business Administration
- Google Analytics & Search Console
- Microsoft Teams, Word, Excel, PowerPoint
- Windows & Mac Savvy
- WordPress Design & Install
- HubSpot: Marketing Hub
- Constant Contact & Mail Chimp
- Pardot by Salesforce
- Salesforce & Daylite CRM
- Asana PM Software
- BirdEye Reputation Management
- Meltwater PR and Social Listening
- Zoom and Demio Webinars

ADDITIONAL TRAINING

Google UX Design Professional Certificate
Expected Completion May 2022

**Effective Communications
& Human Relations**

June 2017, Dale Carnegie of Mid-Michigan,
Lic D-2507

First Aid / CPR / AED, Pediatric & Adult
May 2020, American Red Cross, ID 0091N2M

PROFESSIONAL EXPERIENCE CONTINUED

Oct '11 / **SENIOR GRAPHIC DESIGNER & PROJECT MANAGER** Sept '17 / C3 Ventures, Flint, MI

- Developed presentation and website overnight for startup review with MEDC, winning grant for 5.7M to bring 500 jobs to the City of Flint, MI
- Maintained all marketing projects for +80 B2B / B2C clients in diverse industries, including presenting marketing plans with tactic recommendations and designs in brand strategy, events, digital marketing, print collateral, and video
- Managed and provided direction to internal marketing team and 3rd party developers & designers
- Developed project and task workflow, tracked project stages, and delegated tasks to ensure timely delivery and on-budget execution

Dec '10 / **CONTRACT GRAPHIC DESIGNER** Sept '17 / Southeastern Michigan

- Created brand identities for local government, politicians, and small businesses
- Designed & installed WordPress websites, including mockups, wireframes, CSS
- Provided design services and orchestrated production for promotional collateral
- Managed public figure and corporate Facebook pages, email, and domains

June '05 / **JUNIOR DESIGNER - SALES**, Dec '06 - Sept '08 Sept '08 / **JUNIOR DESIGNER - ART DEPT**, June '05 - Aug '06 Medline Industries, Howell, MI

- Designed product literature and custom label catalogs for internal sales team
- Produced label designs including pre-flight for offset printing
- Medical instrument photography and retouching
- Maintained Xerox multifunction and large format printers
- Performed data entry, filing, as well as general sales representative assistance

TEACHING EXPERIENCE

Jan '19 / **ART & DESIGN EDUCATOR** Aug '19 / Arbor Preparatory High School, Ypsilanti, MI

- Provided Art & Design Education to diverse students of grades 9-12
- Created coursework for Foundations, 2D, 3D, AP Portfolio, and Digital Media
- Brought organization to learning environment, inventory, and supplies
- Set studio standards for students and staff to follow to maintain order
- Revised internal art & design standards based on NAEA standards
- Accommodated diverse student body with a focus on cognitive differences
- Maintained digital archive of student work

June '18 / **ART DIRECTOR & COUNSELOR** Aug '18 / Sherman Lake, YMCA, Augusta, MI

- Managed learning environment, supplies, and inventory, with youth ages 7-15
- Aided in curriculum development, directing art activities for overnight camp
- Oversaw cabins, provided counseling, and youth character development
- On-going support for new incoming staff to manage the Arts Center

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Updated Feb 2022



OTHER SKILLS

- Budgeting & Proposals
- Brainstorming & Critique Facilitation
- Research & Reporting
- Presentation Development & Delivery
- Video Capture & Editing
- Photography
- Photo Retouching & Manipulation
- Large Format Printer Maintenance
- Illustration

VOLUNTEER EXPERIENCE

May 2018 - Current

All Hands Active – Ann Arbor, MI
Soldering Demonstrator
Marketing & Design Assistance

June 2019

Sherman Lake YMCA – Augusta, MI
Art & Crafts Staff Training

SHOWS & EXHIBITIONS

2010 & 2018 Student Exhibitions
College for Creative Studies

STUDENT TEACHING

Sept - Oct 2018

Forsythe Middle School – Ann Arbor, MI
with Susan Bartman

Nov - Dec 2018

Skyline High School – Ann Arbor, MI
with Meredith Giltner