

Kaitlyn Bullock

Kait has over a decade of experience in the marketing and graphic design industry, and has fulfilled in-office and remote roles. She is an efficient, creative problem solver with a proven ability to meet deadlines and achieve desired results.

Hartford, MI 49057
(269) 325-6797
kaitbullock.art

EXPERIENCE

Freelance Graphic Designer

kaitbullock.art - Hartford, MI - 2012 to Present

- Provide clients with graphic design support on digital and print platforms.
- Design assets for web design, branding, event promotion, and more.
- Determine project scope and establish client's design needs.
- Present design concepts to clients.
- Ensure consistency of marketing message and branding.
- Provide support for digital web and social media assets.
- Oversee project execution and ensure timely resolution of any issues.

Horse Farrier

kaitbullock.art/farrier - Hartford, MI - 2023 to Present

- Provide clients with routine hoof care for their equine(s)

Receptionist/Website Manager

Two by Two Animal Hospital - 2020 to 2024

- Learned and mastered the interface of ImproMed (data management system).
- Assist clients with scheduling appointments, answering the telephone, admitting and discharging patients, filling some prescriptions, over the counter sales, mailings, computer operation, financial transactions, and front office and reception area maintenance.
- Designed a new website in 2021 featuring mobile friendly user experience and provided ease of access to key information about Two by Two.

E-Commerce Sales Coordinator

Whirlpool - Benton Harbor, MI - March 2017 to October 2018

- Efficiently audited existing .com presentation for product accuracy-this included: product descriptions, images, video content, pricing, and key features.
- Identified opportunities for enhancements and enrichment of websites.
- Worked with sales and marketing departments to improve online presentation and overall user experience on trade partner platforms.
- Ensured digital assets were employed to their fullest potential.
- Learned and mastered product data transfer systems for each trade partner.
- Strategically applied product algorithm on lowes.com to closely match actual product descriptions on ggw.com.
- Ensured images and video content maintained integrity on trade partner websites throughout the asset onboarding process.

SKILLS

Adobe Creative Suite
Adobe Indesign
Adobe Photoshop
Adobe Illustrator
Concept Development
Design Project Management
Digital Media
Digital Illustration
E-Commerce Support
File Management
G Suite
Graphic Design
Mac OS
Logo Development
Logo Design
Presentation Design
Social Media Asset Design
Troubleshooting
Website Design
Website Maintenance
Windows OS
Wire Frames

EDUCATION

Ferris State University - Kendall College of Art and Design
Grand Rapids, MI— *BFA, Digital Media 2012*

Michigan Horseshoeing Institute
Litchfield, MI— *BWFA Certified Apprentice II Farrier*

PORTFOLIO/PROJECTS

Portfolio Site: <https://kaitbullock.art>

Additional work samples available upon request.

REFERENCES

Ted Gogol
Owner, *Stone Lake Family Adventures, LLC*
tcgogol@gmail.com

Jason Spieth
Founder and Instructor, *Michigan Horseshoeing Institute*
michiganhorseshoeinginstitute@gmail.com

Sharon Murch
Treasurer, *Eastern Michigan Arabian Association*
emaatreasurer@gmail.com