

# KINSEY KAPPELER

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## Education

**Sept. '17 - Dec. '18**  
Newcastle, England

### Newcastle University, Distinction/Honors

- [MS International Marketing](#), Triple-Accredited Business Program
- Dissertation: *Brand Personality in Digital Marketing: The effects of company-generated imagery on brand personality perception and purchase intention*

**August '10 - May '14**  
Fort Collins, CO

### Colorado State University, GPA: 3.73+, Cum Laude Graduate

- [BS Interior Architecture & Design](#), Minor: Global Env'l Sustainability
- Outstanding Senior of the College of Health & Human Sciences
- Commencement Speaker - Unanimously nominated by faculty
- Honor's Program, Honors Undergraduate Research Scholar
- President's Leadership Program - Leadership Certification

**January '13 - June '13**  
Auckland, NZ

### Auckland University of Technology, GPA: 4.0

- [BDes Spatial Design Program](#), Semester Study Abroad
- International Internship Program with Gaze Commercial Design

## Work Experience

**March '19 - Present**  
Newport Beach, CA

### Green Street (Commercial Real Estate Firm, Marketing Dept.)

[Senior Marketing Designer](#) > [Marketing Design Associate](#)

- Marketing Materials: Lead designer and manager of all firm collateral (incl. sales one-pagers, firm brochures, pitch decks, tailored materials such as Use Case sales sheets to penetrate new areas of growth, weekly ads for news publications, firm's first advertorial for conference chairdrop distribution, and digital ad content (art + copy) for brand awareness campaigns); and led comprehensive visual identity refresh throughout two acquisitions
- Website Design: Upkeep of prospect- and client-facing websites to remain cutting-edge; introduce methods to increase form fill submission and strengthen firm's core value proposition; designed new solutions webpages from scratch upon initial hire; strategized ToolTips flows in Appcues to drive engagement and create stickiness; developed visual identity of, and built, landing pages in HubSpot to support product launches; strategized and coordinated webpage redesign and homepage reskin with Tech team to improve lead generation tactics; designed all web banners, homepage tile imagery, and product photography; produced video strategy to demonstrate Green Street's thought leadership; determined compelling content through design of high-impact videos for content teasers/use case demos to support the sales process; oversaw junior designers; approved all designs going into production; and secured compliance approval
- Email Architect: Coordinated design and delivery of targeted client and prospect cross-sell/upsell email campaigns; performed A/B tests to optimize open/click rates; and built automated workflows and event invitations

## Tools

### Graphic Design:

Photoshop, InDesign, Illustrator

### Web Design:

XD, WordPress, Appcues, Jira, Bitly, Basic HTML, Video Storyboarding

### Marketing Automation:

HubSpot, BigMarker, On-24

### Interior Design:

Revit '16, SketchUp, AutoCad '14, Photorealistic + Hand Rendering

### Microsoft Office:

Word, PowerPoint, Outlook, Excel, Publisher

**March '15 - July '17**  
Denver, CO

### Johnson Nathan Strohe (Commercial Arch./Interior Design Firm)

[Lead Designer](#) > [Junior Designer](#) > [Marketing Assistant / Copywriter](#)

- Interior Design: Developed branding concepts for new builds; completed 100% construction documents within a tight schedule and budget; presented designs at client conferences; wrote specifications for custom FF&E items; and coordinated designs with large teams of consultants
- Marketing Design: Crafted design stories for all firm projects; and created design layouts for pitch decks used in client interviews

**Sept. '14 - Sept. '15**

Denver, CO

### **Starbucks**

**Barista and Graphic Designer:** Go-to designer of all regional stores' chalkboard signs and seasonal product displays; created marketing materials for special promotions; provided exceptional customer service

**August '11 - May '14**

Fort Collins, CO

### **Colorado State University (Design Department)**

**Workplace Design Researcher:** Researched space planning best practices including literature review and e-survey; presented my research at annual symposium, and awarded best poster design out of 300+ honors students

**August '11 - August '12**

Fort Collins, CO

### **Institute for the Built Environment**

**Green Building Associate Intern:** Reviewed grant proposal documentation and criteria substantiation; and organized marketing materials

## **Leadership**

**Sept. '17 - Sept. '18**

Newcastle, England

### **Newcastle University Business College**

- *Postgraduate Marketing Student Ambassador (1 year)*
- *Elected Representative for International Marketing Department (1 year)*
- *Student Secretary and Staff Liaison (1 year)*

**August '11 - May '14**

Fort Collins, CO

### **International Interior Design Association**

- *President of the CSU Student Chapter (2 years)*
- *VP of Campus Affairs/Workplace Program (1 year)*

**August '10 - May '14**

Fort Collins, CO

### **CSU President's Leadership Program (3+ years)**

- Leadership certification and coursework studying international current events, public speaking engagements, community volunteer opportunities.

**August '10 - May '14**

Fort Collins, CO

### **CSU Honor's Program (4 years)**

- Honor's Thesis: *New Urbanism and the Aging Environment*

**August '10 - May '14**

Fort Collins, CO

### **CSU Honor's Undergraduate Research Scholar's Program (4 years)**

- Workplace Research (design lab); Invasive Plants (science lab)

**August '10 - May '12**

Fort Collins, CO

### **CSU Marching Band & Symphony Orchestra (2 years)**

- Alto Saxophone Section Leader; 1<sup>st</sup> Chair Violin

**August '06 - May '14**

Ft. Collins, CO

## **Community Engagement**

### **Delta Society - Certified Pet Partners Therapy Program**

- Youngest certified Pet Partner in Colorado, volunteering at the local safe house, libraries, senior assisted living complexes, and special education classes at elementary schools, using my trained and certified therapy animals to promote human health, learning, and social engagement

**August '09 - May '10**

Ft. Collins, CO

### **Fort Collins City Council**

- Youth Advisory Board Member: Developed and implemented teen oriented services and activities for Fort Collins youth

**May '09 - May '14**

## **Awards & Honors**

CSU's Outstanding Senior of the College of Health & Human Sciences

CSU's Outstanding Senior of the Dept. of Design & Merchandizing

CSU's Outstanding Senior of the Interior Architecture and Design Program

CSU President's Award for Civic Excellence

CSU Pacesetter Scholar (1 of 5 out of 25,000 students)

AXA Achievement Award National Scholar (1 of 10 in USA)

Comcast National Scholar (1 of 10 in USA)