

# kristin **popham**

## experience

### **Salzman Group, Inc. | Rochester, New York** **Web Designer | November 2016 - present**

Work as part of a team responsible for the marketing and day-to-day upkeep of several e-commerce sites; primarily WholeLatteLove.com

Design and deploy multiple email blasts per week that reach 100,000+ subscribers

Write and implement if/then coupon logic to pair with marketing promotions

### **Peter Mayer | New Orleans, Louisiana** **Art Director | May 2015 - October 2016**

Worked collaboratively and independently on creative solutions to our clients' objectives

Responsible for build out and execution of print and digital campaigns

Ensured all work done for our clients adhered to brand standards and messaging

### **Peter Mayer | New Orleans, Louisiana** **Senior Studio Designer | April 2012 - May 2015**

Studio lead for one of PM's largest clients [Prism TV] and all digital projects

Managed and reviewed all work done in the Studio for that was digital or Prism-related, acting as a brand steward and a general point of contact within the agency

Worked closely with the Production and Creative departments to achieve final files that were both conceptually and mechanically sound

### **Erwin Penland | Greenville, South Carolina** **Senior Designer | January 2012 - March 2012** **Graphic Designer | July 2010 - December 2011**

Lead midshift designer for Verizon Point-of-Sale account

Executed first round mechanicals from creative briefs and oversaw projects through production

Acted as a liaison between both the New York and Greenville-based account teams and the Studio

Managed designers as they completed tasks, checking for quality and consistency

## education

### **Rochester Institute of Technology | Rochester, New York**

Bachelors of Fine Arts with High Honors in Graphic Design

Concentration in Advertising & Public Relations

## awards

Silver ADDY, Sales Promotion: Audubon Nature Institute - AKI Intercept Campaign | 2017

Silver ADDY, Sales Promotion: Emerald Coast - Gulf To Table Campaign | 2017

Erwin Penland Outstanding Newcomer Award | 2011

## skills

Adobe InDesign, Photoshop, Illustrator, Edge Animate, Premiere Pro, Acrobat

HTML & CSS, Photo Retouching/Compositing, Microsoft Office

## contact

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