



# KESHA PHILLIPS

BRAND MANAGER | VISUAL DESIGNER

(770) 731-3163

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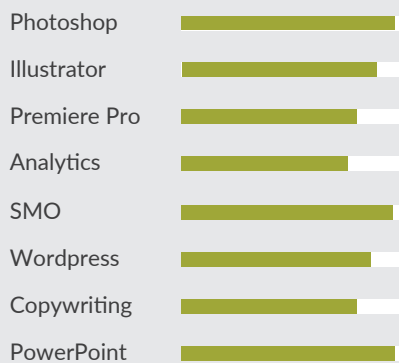
keshaphillips.com

## About me

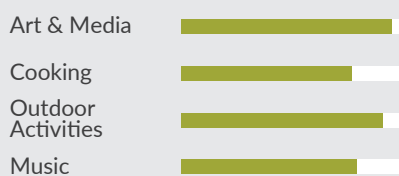
Kesha Phillips is an accomplished digital marketer, visual designer, photographer, and creative director who works to capture and share brand stories that inspire people to engage.

Kesha's highly creative perspective has earned her opportunities to work on national, prominent campaigns with Fortune 500 clients, design product lines, speak and educate, and publish a growing collection of articles.

## Skills



## Interests



## Work Experience

### Digital Media Manager

Sept. 2019 - Present

### Mighty Auto Parts

Oversees strategic digital initiatives and represents the company brand across various media channels.

- Manages the creative and administrative process, including calendar and content planning, design and delivery for the successful execution of Mighty's social media campaigns.
- Consistently and effectively bringing various graphic design projects in-house saving company approximately \$6,000 per year in contracted labor expenses.

### Integrated Media Manager

Sept. 2018 - Sept. 2019

### Mighty Auto Parts

- Increased Facebook engagement by over 300% within first month in position.
- Greatly increased the number of high quality videos and graphics for Instagram, which resulted in notable impacts to reach and engagement; Account grew from 800 to 2K+ followers within the first quarter in position.

### Media Manager | Content Creator

Sept. 2018 - Sept. 2019

### Technology Association of Georgia

Provided dynamic social media graphics and consistent Wordpress support for the charitable affiliate of the Technology Association of Georgia, TAG Education Collaborative.

- Operated directly with Executive Director to create rich media designs advertised on all major social media channels.
- Performed continuous Wordpress website updates while creating dynamic and consistent design layouts for existing landing pages.

### CCC Sales Representative

Feb. 2017 - Sept. 2018

### State Farm

Positive history of supporting the acquisition and retention of customers through superior claim handling and relational customer care.

## Education

### Georgia State University Perimeter College

2016 - 2018

### Associate of Science; High Honors Business Administration

Activities and societies: Phi Theta Kappa Honors Society, National Society of Collegiate Scholars

## References

### Gabrielle Young

Director of Marketing

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### Angela Crawford

UX Content Strategist

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