



Michael Keesee

Hello! I am a creative with 12 years of experience in design, direction, and marketing. My passion for solving business problems with creative solutions has afforded me a diverse set of skills, and I'd love to talk more about how those skills might align with what you're looking for. I look forward to speaking with you!

Learn more about me at michaeljkeese.com.

WORK EXPERIENCE

2011-PRESENT
Associate Creative Director
Homespire Remodeling Group

Built a high-functioning creative team to meet expanding requirements of the business. Four-person team outputs all materials for five brands, including print advertising, TV commercials, social media campaigns, digital advertising, website development, and internal communications.

Pivoted the Kitchen Saver brand identity and messaging to gain market share and rank 79th among the top 500 national remodeling companies in 2017.

Developed brand identity and messaging for Homespire Windows and Doors based on market research findings, resulting in a rapidly expanding three-year-old company with several locations in the region.

Created television campaign for Kitchen Saver which increased conversions by 700% compared to previous year's creative.

Contributed to consistent ROI ratio of about 5:1 across all marketing efforts.

2007-2010
Graphic Designer
Webclients

Created high-converting digital ad campaigns and landing pages for affiliate marketing partners.

2007
Graphic Designer
Maple Press

Configured various files from clients in press-ready book signatures for printing.

EDUCATION

2005-2007 : Learned principles of design from seasoned designers who
Art Institute of York : had made a living in the trade. Gained knowledge in the areas
Associate Degree, Graphic Design : of illustration, package design, brand development, and
: business while studying at Art Institute of York.

SKILLS SUMMARY

Leadership : Adept at leading a team through empathy, trust, and fairness.
: Comfortable conducting brainstorming and discovery sessions.
: Experienced in training and reviewing creative professionals.

Graphic Design : Proficient in Adobe Creative Suite.
: Adept at layout, typography, color theory, and gestalt principles.
: Comfortable sketching ideas, illustrations, and lettering for both
: conceptualization and use in final artwork.

Web Design : Proficient in HTML and CSS.
: Comortable with PHP and Javascript/jQuery.
: Comfortable with WordPress, Shopify, Square, and Webflow.

Video : Proficient in Final Cut Pro X and Adobe Premiere.
: Comfortable using Adobe After Effects.
: Experienced with Canon and BlackMagic cameras.

Branding : Proficient in brand identity development.
: Well-versed in principals of positioning, messaging, and voice.
: Comfortable mapping branding choices to business objectives.

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michaeljkeesee.com
instagram.com/michaelkeesee

717-332-4702

1803 Anna Street
New Cumberland, PA 17070