

Kim Chappell

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www.kchap.com

Design Work Experience

Graphic Designer

November 2005 – January 2010—NPFC, Inc dba Frame-O-Rama & Cheap Pete's Frame Factory Outlet

- > Created advertising campaigns in collaboration with Director of Store Operations
- > Designed promotional pieces, including flyers for both print and web for store customers
- > Responsible for all in-house graphic design for both divisions
- > Designed all marketing materials for store promotions
- > Designed, monitored and analyzed email campaigns sent to customers
- > Oversaw and created all design for marketing collateral from concept, development and editing, through printing and production
- > Responsible for all promotional advertising including in-store signage, flyers, setting up and photographing merchandise displays, direct mail and print publication ads
- > Maintained and updated store websites

Freelance Designer

November 2009 – Jeffrey Chappell

- > Created paperback cover for his first self published book

Freelance Designer

June 2006 – Jeffrey Chappell

- > Conceived two thematic CD covers for original composition and jazz arrangement albums for piano

Technical Skills

- > MacOS, Windows
- > Adobe Creative Suite, Dreamweaver, Premiere
- > Microsoft Office
- > Google AdWords, Google Analytics, SEO

Education

- > BFA Graphic Design

1999–2002 – University of the Pacific—Stockton, CA