

kelsey
GRAPHIC



eliason
DESIGNER

contact

KELSEYELIASON.COM

WRITEME@KELSEYELIASON.COM

952 412 3942

loves

PORK BELLY RAMEN

MAKING ICE CREAM

LISTENING TO PODCASTS

FILET MIGNON, RARE

CHILL ELECTRONIC MUSIC

EMMI ROTH GRAND CRU SURCHOIX

HUGGING + SUPPORTING PEOPLE

FUN FACT

*I travelled solo through
Spain in the fall of 2016*

favorite designers

CHIP KIDD

SAUL BASS

SIMON WALKER

TOBIAS SAUL

NIC LANZILLO

MEREDITH & DRUE DIXON

ALLAN PETERS

skills

Ai ● ● ● ● ● ● ●

Id ● ● ● ● ● ○

Pr ● ● ● ● ○ ○

Ps ● ● ● ● ○ ○

Ae ● ● ● ○ ○ ○

Au ● ● ● ● ○ ○

education

**the art institutes
international minnesota**

Bachelors of Science in Advertising
Graduated March, 2011

capabilities

MASTER

identity & branding

typography

ad concepting

PROFICIENT

layout design

lettering

presenting

LEARNING

illustration

motion graphics

video editing

experience

kiloecho	DESIGNER	CHICAGO	2014 - PRESENT
<ul style="list-style-type: none"> > Develop identity and branding packages for clients in a variety of industries > Create hand-lettered assets for clients > Concept & write social media posts for Fridababy > Concept & create ads for clients 			

alight	COPYWRITER	CHICAGO	2017 - PRESENT
<ul style="list-style-type: none"> > Concept, write & present creative ways to communicate boring or complicated corporate HR topics like health insurance, retirement savings and wellness programs to clients' workforce 			

sbc advertising	COPYWRITER	COLUMBUS	2012 - 2017
<ul style="list-style-type: none"> > Concepted ads for broadcast, print, digital, in-restaurant, retail & branding > Served as lead copywriter on many accounts, including The Melting Pot, Bob Evans, Fridababy, Zaner-Bloser, Hondros and Value City Furniture. > Presented concepts and creative to creative directors, clients, CMOs & CEOs > Collaborated across multiple teams seamlessly > Managed multiple clients and projects at one time > Built rapport and trust with clients > Concepted and pitched new business > Managed and mentored an intern in 2014 			

fame	COPYWRITER	MINNEAPOLIS	FEB - AUG, 2012
<ul style="list-style-type: none"> > Wrote and managed weekly scripts for Time Warner Cable's on-demand channel > Directed voiceover recording sessions with talent > Concepted and collaborated on internal project 			

akcuracy	COPYWRITER	MINNEAPOLIS	2011 - 2012
<ul style="list-style-type: none"> > Concepted, wrote, and presented creative for Harley-Davidson MotorClothes seasonal catalogs, and for Harley-Davidson parts & accessories direct mail program 			