

Kristie Womack

MARKETING & COMMUNICATIONS, GRAPHIC DESIGNER AND DIGITAL MEDIA SPECIALIST

Marketing and Communications professional with 10+ years of experience combining strategic marketing, graphic design, digital media, event planning, and brand communications. Experienced in developing marketing campaigns and content across digital, print, social media, email, and web platforms. Skilled in managing vendor relationships, coordinating events, supporting sales initiatives, maintaining brand consistency, and managing projects from concept through execution. Strong creative problem-solver with a proven ability to balance creative work with deadlines, budgets, and business objectives.

PROFESSIONAL EXPERIENCE

Smith Phillips Building Supply, October 2023 – Present
Marketing and Communications Coordinator

Distributor Marketing, September 2014 – November 2023
Graphic Designer

Quickprint Center, LLC., February 2014 – August 2014
Graphic Designer

Kent State University at Tuscarawas, January 2011 - May 2014
Lab Technician

OTHER WORK EXPERIENCE

McDonalds, May 2008 – September 2010
Swing Manager

EDUCATION

Kent State University at Tuscarawas
Associates of Applied Science
Computer Design, Animation, and Game Design

Kent State University at Tuscarawas
Bachelors of Computer Science

 Winston-Salem, NC
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CREATIVE EXPERIENCE

MARKETING & COMMUNICATIONS:

Campaign Development, Social Media Strategy & Management, Content Creation, Email Marketing, Website Management, Event Planning, Brand Management, Vendor & Partner Relations, Promotional Campaigns, Customer Communications, Marketing Collateral, Project & Budget Management

CREATIVE & DIGITAL:

Graphic Design, Adobe Creative Suite, Canva Photography, Video Editing Motion Graphics, WordPress / Wix, Microsoft Office 365

MARKETING PLATFORMS:

IContact, MailChimp, Constant Contact, WordPress, WIX, Hubspot, Social Media

