



# kelsey worthington

@kels.work

www.kelswork.com

kworthcreative@gmail.com

(678) 350 – 4205

University of South Carolina

B.A. in Visual Communications

May 2022 | 4.00 GPA



## awards

- \* Most Outstanding Visual Communications Senior
- \* 2022 Gold Addy for Student Single Poster
- \* 2022 Silver Addy for Student Animation
- \* CMBAM First Place Best Sales Promotional Materials
- \* SEC Academic Honor Roll, AD Honor Roll, President's Honors List

## skills

- \* Content Creation, Videography, Photography, Graphic Design, Animation
- \* Social Media + Email Marketing
- \* Website Design UI/UX (Figma, Basic HTML & CSS)
- \* Adobe Creative Suite (Illustrator, After Effects, InDesign, Photoshop, Premiere, Lightroom, Dreamweaver)
- \* Cinema 4D (3D Rendering Tool)
- \* Time and Project Management, Client Relations, Detail Oriented, Organized, Self Motivated
- \* Strong Verbal and Written Communication Skills
- \* Leadership - Truist Emerging Leaders Certification
- \* Interior Design, CAD software

## experience

### Aug 2019 - Present Creative Freelancer

Multi-disciplinary business creating and managing social media, content creating and filming weddings, events, and businesses, photographing portraits and weddings, designing branding systems, print, social, and websites, and animating social media and business collateral to bring visuals to life with a strategic and artistic approach.

### July 2024 - Present Kingdom Kickbacks - Cofounder, Operations + Creative Director

Lead creative direction, branding, and event operations for a growing faith-based nonprofit connecting young adults through worship, service, and community. Oversaw 40+ events, 10 worship nights averaging 250 attendees, dozens of nonprofit partnerships, and helped celebrate 10+ salvations and hundreds of friendships formed.

### June 2024 - April 2024 West Trade Interiors - Project Manager

Handled creative production, client communication, and project management — including social media, technical CAD drawings, presentation materials, and vendor coordination.

### Sept 2022 - June 2024 Mythic - Content Creator and Motion Designer

Worked with a wide variety of companies such as Goodwill, Maaco, Cone Health, Athens Foods, Meineke, Ironman Tires, Wilmington & Beaches, and Fayetteville to create content, video, design, and animate social media posts across platforms for tens of thousands of followers.

### May 2022 - July 2022 Rhodes Branding - Designer

Worked directly with clients to execute brand strategy, themes, competitive audits, messaging, and visual identities for k-12 schools primarily through designing logos & print pieces, photographing & filming schools, animating logos & assets, and presenting final concepts to clients.

### Aug 2019 - May 2022 SEC Track and Field Student Athlete

Team Captain 2021-22, Pole Vaulter, Time Management

### May 2021 - Dec 2021 Garnet Media Group Creative Services - Student Designer

Collaborated and worked with 3 other designers to ideate and create graphic design, layout, and animation content such as logos, ads, mailchimp templates, event graphics, and media kits for Garnet Media Group, other student organizations and outside clients in town.

## service

### Mar 2024 - Present Young Life - Volunteer Leader

Build meaningful relationships and teach high schoolers about the Bible + a friendship with Jesus.

### June 2024 - Jan 2025 Charlotte Coffee Club - Executive Assistant

Provided structure and organization to the nonprofit board, ran point at 200-attendee monthly coffee club gatherings, created content for social media.