

Kelsey Rogers

www.kelseyrogers.design

She/Her * kelseyrogers0320@gmail.com * 978-430-3788

Graphic designer with in-house experience telling brands' stories through engaging branded content and powerful native advertising.

Education

ROGER WILLIAMS UNIVERSITY
05/2017

Magna Cum Laude
B.A. Graphic Design
Film Studies Minor
American Studies Minor

Skill set

Adobe CS	Empathy
Ceros	Storytelling
JIRA, Monday, Slack	Adaptability
Wordpress	Public speaking
Squarespace	Time management

Leadership

RHODE ISLAND FOOD POLICY COUNCIL
Communication & Outreach Steering Committee,
Food Donation Workgroup Member

As a member of the Steering Committee, I guide the core processes of the network by aligning the work groups, staff, and Council activities. As a workgroup member, I pilot the policy priority process, give feedback and advise on proposed policy priorities, and set the themes and agendas for annual events and meetings.

FOOD RECOVERY NETWORK
Student and Alumni Advisory Boardmember

As the founding president of RWU chapter, I led a group of students to divert surplus food from dining facilities to local shelters. As a SAAB member, I remain an advisor to student leaders and work to ensure FRN's national programming is relevant to the needs of the students driving this movement.

Experience

05/2019 – Present
Boston Globe Media
Boston, MA (Remote)

ART DIRECTOR

Collaborates with copywriters, videographers, clients, and managers while supporting the sales team. Projects include: landing pages, interactive design, print and digital ads, social graphics, emails, and sales collateral. Ideate several ad campaigns for sales pitches, including the associated pitch decks, mockups, and final client advertising campaign assets.

04/2022 – Ongoing
Freelance Clients

MATRIARK FOODS, NEW YORK, NY

Work directly with senior leadership to develop all marketing and sales materials. Maintain company website. Conceptualize and create content across platforms while keeping a regular social media schedule.

FOOD RECOVERY NETWORK, WASHINGTON D.C.

Produce various assets such as annual reports, resources for chapter success, posters, social campaigns, and more.

06/2018 – 04/2019
Yaymaker
(FKA PaintNite)
Somerville, MA

FREELANCE DESIGNER

Contributed to rebrand process. Partnered with copywriters, art directors, and project managers to execute various integrated campaigns, emails, social media, brand books, marketing collateral and toolkits.

10/2017 – 04/2018
The TJX Companies
Framingham, MA

PACKAGING SPECIALIST

Responsible for building out artwork for brand books, packaging, labeling, production work, and proofing files from 3rd party vendors.

05/2017 – 04/2018
Phood
Medford, MA

LEAD DESIGNER

Created all graphics for social media, trade show materials, brochures, and other branded collateral. Worked alongside front-end developer to create software wireframes, and mockups. Strategized product expansion, specializing in food donation systems and consumer education plans.