

KENDAL MORTON

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Raleigh, NC

SUMMARY

Confident, passionate, and customer-oriented graphic designer with over four years of experience in both print and digital media. A creative problem-solver with expertise in branding, illustration, photography, and digital marketing. Proven track record of developing impactful designs and executing comprehensive marketing strategies.

EDUCATION

Appalachian State University | 2022

BFA Graphic Design

Minor in Digital Marketing

PROFICIENCIES

Technical Skills:

- Adobe Creative Suite
- Figma
- Klaviyo
- Typography
- Procreate

Creative Skills:

- Illustration
- Photography
- Motion Graphics
- Color Theory

Soft Skills:

- Communication
- Time Management
- Problem-Solving

EXPERIENCE

Monkee's Franchising, LLC

Graphic Designer

Raleigh, NC | June 2023 – Present

- Lead creative direction for marketing campaigns across 26 franchise locations, ensuring brand consistency and high-quality design all under tight deadlines.
- Develop print and digital assets for email marketing, social media, and promotional materials while balancing multiple deadlines and delivering high-quality work.
- Review email benchmarks to evaluate success, achieving a 52.5% average open rate and \$1.16 average revenue per recipient.
- Drive e-commerce sales through email marketing using Klaviyo, obtaining a 0.38% placed order rate (95th percentile among Monkee's business peer group).
- Oversee the bi-weekly production of newsletters, providing marketing material and guidance for 60+ stores.
- Collaborate directly with store owners to create custom marketing strategies tailored to their unique goals.
- Design templates and custom illustrations to elevate franchisee branding efforts.

Maximum Design

Graphic Design Intern

Wilmington, NC | Summer 2022

- Created cohesive branding identities and digital advertisements under the Art Director's guidance
- Assisted in refining brand messaging through creative assets, ensuring alignment with client goals.
- Enhanced client communication skills by participating in project briefings, feedback sessions, and final presentations.