

# KRISTEN BUNTING

## MARKETING DESIGNER

Virginia Beach, VA | 757-630-9161 | kristenbunting.com

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### PROFILE SUMMARY

Energetic, reliable and creative marketing professional with experience developing clean, professional content across various formats. Specializing in print and digital design, logo design, web design, art direction and communications. Successful in enhancing brand awareness, creating marketing strategies and building both team and community relations with a warm, welcoming demeanor.

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### PROFESSIONAL SKILLS

Graphic Design • Web Design • Digital Marketing • Brand Development • Visual Design • Presentations  
Communications • Photography Photo Retouching • Visual Communication • Art Direction • Advertising Social  
Media • Creative Direction • Creative Strategy • Adobe Creative Suite • Adobe InDesign • Adobe Photoshop  
Adobe Illustrator • Adobe Acrobat • Adobe Premiere Rush • PowerPoint • Microsoft Office • Prezi • Canva  
Dreamweaver

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### EXPERIENCE

#### Director of Marketing & Communications

May 2015 – Current

#### Princess Anne Country Club

Virginia Beach, VA

- Leads and shapes the club's marketing and communications strategies from conceptualization through completion.
- Collaborates with c-suite executives, seven departments and multiple external vendors to achieve a consistent, professional brand experience.
- Enhanced all club marketing with a full re-brand including website, mobile app, emails, presentations, logos, newsletter magazine, brochures, menus, posters and social media content.
- Expanded club's Facebook Page Likes organically by over 311%. Launched club's Instagram profile which currently has over 2,000 followers.
- Manages photography and video content, direction and editing.
- Reduced costs by over 30K annually and increased production efficiency by implementing a digital newsletter, digital signage and online event reservations.

#### Marketing Coordinator

May 2013 – May 2015

#### HDR, Inc.

Norfolk, VA

- Successful coordination of 40-million Miami-Dade County project interview presentation including five vice presidents, 35+ engineers and multiple vendors.
- Recipient of the HDR Pathfinders Award for Community Service, for leading staff in charity event participation, fundraising and new initiatives (six months from hire).
- Coordinated and produced responses to Request for Proposals.
- Managed corporate client events and professional photography.
- Developed SharePoint website and database of projects and resumes.

**Owner**

January 2010 – May 2013

**Design Nectar, LLC.**

Virginia Beach, VA

- Marketing design firm providing digital design, visual design, graphic design, social media campaigns and corporate branding.
- Responsible for client recruitment, account management, marketing strategy and design.

**Marketing Coordinator / Web Master**

January 2007 – January 2010

**HBA Architecture & Interior Design**

Virginia Beach, VA

- Enhanced firm's corporate identity to modernize their presence by redesigning their website, business cards, presentations, stationary, advertising, brochures, proposals and annual reports.
- Collaborated with senior executives to create innovative and successful marketing solutions.
- Composed interview presentations, including PowerPoint decks and print collateral.
- Organized professional photography of completed architectural projects.
- Mediated customer and community relations activities (corporate gifts, charity events, etc.).
- Prepared responses to federal, state and private sector Request for Proposals (RFPs)

**Web Developer**

January 2001 – January 2007

**PROSOFT**

Virginia Beach, VA

- Awarded corporate recognition for developing and implementing a new Human Resources Campaign for employee recruitment, retention and satisfaction.
- Customized and maintained over 140 Reserved Officers Training Corps (ROTC) battalion websites.
- Established a national digital e-newsletter and digital e-cards (mini websites) utilizing Flash, streaming video and external file downloads.
- Designed and branded a variable span of Army ROTC print marketing media.

**Media Lead**

January 2000 – January 2006

**Rievent Technologies**

Virginia Beach, VA

- Originated corporate branding for Rievent, a healthcare CME/CE software development company, including: logo, website, business cards, stationary, print marketing and digital marketing.
- Produced creative artwork, HTML, Dreamweaver and Flash animation to design and produce multi-media medical CME/CE presentations.
- Created graphic and web design for all corporate marketing.

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## EDUCATION

**Bachelor of Arts**

Virginia Wesleyan University

Major: Communications | Concentration: Media

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## AWARDS

- WTKR News Channel 3 People Taking Action Award – Polar Plunge Leadership, 2020
- Princess Anne Country Club Model of the Motto Award, 2020
- HDR Pathfinders Award of Excellence for Community Service, 2015
- PROSOFT Corporate Award for Human Resources Campaign, 2006
- PROSOFT (2) Army Letters of Commendation, Major General Winfield, Fort Monroe, 2005, 2006