


JULIE KIETZMAN

Creative Designer

CONTACT

 815.383.0933

 julie.kietzman@hotmail.com

 Bloomington, IL

 juliekietzman.com

EDUCATION

Illinois State University

2003-2006

B.S. in Marketing

SKILLS

- Adobe Creative Suite
- Canva
- Photography

CLIFTON STRENGTHS

- Individualization
- Ideation
- Empathy
- Communication
- Input

PROFILE

Creative and results-driven designer with expertise in developing compelling brand assets across print, digital, and video platforms. Adept at managing user-centered design solutions that effectively communicate business messages, enhance engagement, and drive strategic marketing initiatives. Experienced in cross-functional collaboration, utilizing data-driven insights to optimize creative output and improve brand presence.

WORK EXPERIENCE

MARKETING + DESIGN LEAD

Millie

May 2022 - October 2024

- Built and led a collaborative marketing function for a SaaS startup, ensuring alignment with business goals and brand identity.
- Designed and implemented data-driven strategies to enhance user engagement and drive brand growth.
- Conducted user experience brainstorming sessions to identify growth opportunities and enhance digital design.
- Managed the creation and deployment of high-impact content across social media and digital platforms, maintaining brand consistency and effectiveness.

CREATIVE STRATEGIST

INSPYR Agency

November 2018 - May 2021

- Designed and executed innovative marketing and brand strategies, ensuring alignment with user needs and business goals.
- Collaborated with cross-functional teams to deliver high-quality web and graphic design projects, emphasizing user experience and engagement.
- Provided strategic support for startup initiatives, contributing to product ideation and development processes.
- Leveraged creativity and innovation to inform strategic decision-making and develop user-centered opt-in strategies.