Kelly Marks

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EDUCATION

University of North Carolina at Chapel Hill
M.A. in May 2008; Journalism and Mass Communication
Roy H. Park Fellow

North Carolina State University
B.A. in May 2001; Graphic Design
B.A. in May 2001; Children's Literature and Child Development
Park Scholarship
GPA 3.82/4.0 Summa Cum Laude, Phi Beta Kappa

EXPERIENCE

Web and Graphic Design Manager (August 2008-Present)
North Carolina Arts Council; Raleigh, NC

I manage multiple Web sites and handle all print and web promotional needs. Working with a marketing team, I develop strategies to promote North Carolina artists and arts organizations throughout the state via web features, videos and targeted e-mail newsletters. Since arriving at the Arts Council, I've led a redesign of their main site, *www.ncarts.org,* as well as created five new cultural trails Web sites and a new blog, *www.ncartseveryday.org.* I've helped produce almost 100 videos highlighting artists and their work, art museums and educational programs.

Production Intern/Editor (January 2007-June 2007)
The Story with Dick Gordon, WUNC; Chapel Hill, NC

I conducted story research, pre-interviewing guests, fact-finding and gathering archival clips and music. I also edited audio for on-air play (many aired as cut) and assisted with several host scripts. As an intern, I helped produce almost 20 features for this nationally syndicated radio show, before being hired as a summer tape editor.

Graduate Assistant (August 2006-May 2008)
School of Journalism and Mass Communications; Chapel Hill, NC

While pursuing my Masters, I worked under two faculty members. My first year, I assisted with grading and designed flash-driven Web sites to showcase student photography projects, one of which won honorable mention for Best Multimedia Package from the National Press Photographer's Association (*www.carolinaphotojournalism.org/ontheline/*). My second year, I redesigned the student television Web site and created a video archive on YouTube. My thesis project, *www.franklinstreetstories.com,* explored how Google maps and audio pieces can be used to capture and share the stories of an iconic Main Street. I interviewed nine long-time residents of Chapel Hill, and produced audio stories and transcripts about historical landmarks.

Instructor/Field Representative (April 2005-August 2006)
Center for Digital Storytelling; Berkeley, CA

CDS is a non-profit arts organization rooted in the art of personal storytelling. As an instructor, I taught workshop participants to use Photoshop and video and audio editing software to craft, record and share their stories. Duties included script shaping, audio recording and final video production. As a field representative, I helped coordinate workshops in the Southeast region. I led about 10 workshops around the country and participated in a presentation at the International Storytelling Festival in Jonesboro, TN.

Designer and Consultant (February 2003-August 2006)
Kelly Marks, Inc. (self-employed); Raleigh, NC

I established my own graphic design practice in 2003. I worked primarily as a designer and consultant, handling print and web design, with a focus on branding and identity management for a variety of small business, non-profit and University clients.

Assistant Editor/Designer (August 2001-February 2003)
NC State Magazine, North Carolina State Alumni Association; Raleigh, NC

As an editor, I wrote alumni profiles and feature articles and helped edit the University's quarterly alumni publication. As designer, I managed and provided content for multiple Web sites, and oversaw a significant redesign of the organization's online presence. I developed identity systems and managed most of the organization's printed pieces, from mailings and invites to newsletters and catalogs. I also had the opportunity to explore the University archives and design inflatables.

Designer (1999-2001)
Park Scholarships, North Carolina State University; Raleigh, NC

I developed the program's identity and brand and designed application materials. I also created and managed several annual reports where I was responsible for the concept, some content and art direction, in addition to production.

Design Intern (June 1998-December 1998)
Burney Design; Raleigh, NC

I assisted with existing projects and production work, was given creative control over several print pieces for both local and national clients and participated in presentations to the client.

Writer/Editor (September 1996-May 2001)
Technician, North Carolina State University; Raleigh, NC

From 1996-1998, I served as a features writer and then features editor for NC State's student-run newspaper. During that time, I wrote a weekly music column and feature articles, managed a staff of 4-9 people, assigned stories, edited copy and established connections with music and entertainment promoters. From 1997-2001, I wrote a weekly opinion column.

SKILLS

Skills include writing and editing (AP style), print and web design, video and audio editing, brand management, prepress production, workshop instruction and public speaking.

Highly proficient in Adobe CS3 Design software (Photoshop, InDesign, Illustrator, Dreamweaver, Acrobat), and proficient with Quark, Flash, HTML, CSS, video editing suites (iMovie, Final Cut, Premiere), audio editing tools (ProTools, Audition, Audacity), and Microsoft Office. Familiarity and experience with most Web 2.0 and social networking sites (Facebook, Twitter, LinkedIn, YouTube) and several different blogging content management systems.

Additional skills include spray mounting with precision, minimal woodworking, animation, sewing, making slightly wonky stuffed animals out of fabric and excelling at bad pop trivia.

References and additional information available on request.