



CONTACT & PORTFOLIO

ksaundersfreelance@gmail.com
LinkedIn • Portfolio

EDUCATION

Masters Degree • 2025
SOUTHERN NEW HAMPSHIRE UNIVERSITY
Bachelors Degree • 2020
CASTLETON UNIVERSITY

PROGRAMS & SOFTWARE

Adobe Creative Suite & Canva
Customer Targeting Software
Google Suite
MAC & PC Systems
Microsoft Office Suite
Project Management Tools
Scheduling Software
Various Social Media Platforms
WordPress

SKILLS & ABILITIES

Brand Strategy
Color Theory
Communication & Teamwork
Data Analytics & Research
Familiar with HTML & CSS
Illustration, Drawing, & Lettering
Layout Design
Leadership
Motion Graphics & Video
Print & Digital Marketing
Public Speaking & Presenting
Production Design
Project Management
Social Media Management

ADAMS COMMUNITY BANK • DIGITAL MARKETING DESIGNER

August 2022 - Present | Adams, MA | Hybrid

- Managed and coordinated all social media content and accounts to ensure cohesive brand messaging and engagement.
- Collaborated with numerous departments to develop and execute marketing strategies for new products and services, driving customer awareness and sales.
- Analyzed website traffic and social media metrics to inform and optimize marketing strategies.
- Presented campaign performance insights and digital strategy recommendations to executive leadership, including the President, CEO, CFO, and SVPs.
- Designed marketing assets, including graphics, copy, and promotional materials, to support brand initiatives.
- Managed and designed website content to enhance user experience and align with marketing objectives.
- Provided cross-functional support to ensure seamless execution of marketing projects and initiatives.

BOXCAR MEDIA • SOCIAL MEDIA COORDINATOR

April 2021 - August 2022 | North Adams, MA | Remote

- Coordinate all social media content & accounts.
- Collaborated with the Editorial Department to share stories, highlight local news, and promote sponsors.
- Pitched and executed marketing campaigns across various social media platforms.

STOREY PUBLISHING • JR. MARKETING DESIGNER

June 2016 - August 2022 | North Adams, MA | Hybrid

- Started as a Marketing Design Intern while in high school.
- Created marketing collateral, including posters, sell sheets, bookmarks, display headers, and catalogs, while managing dummy book production for sales shows and file conversion.
- Assisted in creating social media campaigns, content, and calendars, including photography, videography, and vector animations.

TUTTLE PUBLISHING • PUBLICIST & GRAPHICS CREATOR

October 2018 - July 2019 | North Clarendon, VT

- Developed sell sheets, posters, email blasts, etc. for publicity purposes.
- Created and distributed physical mailings to promote newly published titles.
- Provided additional support as needed.