

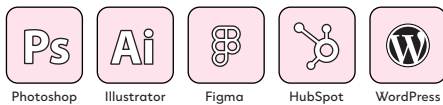
Kaitlyn Blackman

Graphic Designer & Digital Marketer

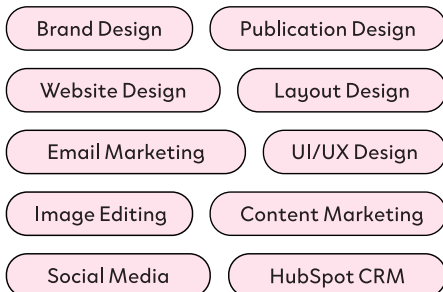
About

Senior Graphic Designer based in the Charlotte metro area, with 7+ years experience of turning brand chaos into clean, intentional design. I've spent my career at the intersection of design, web, and marketing by building brand identities, websites, and campaigns for clients across industries. I've picked up HubSpot, WordPress, and just enough client-whispering skills along the way to make it all work together.

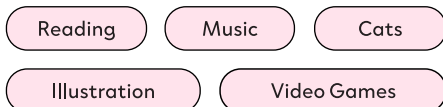
Software



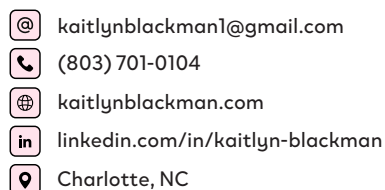
Skills & Experience



Interests



Contact



Work Experience

SeedSpark & Prismo Marketing

Senior Graphic Designer July 2022 - August 2026
Graphic Designer July 2019 - July 2022

Marketing division (operating as Prismo Marketing) within SeedSpark, a technology company offering IT management, application development, enterprise business consulting, and marketing services.

- Designed cohesive, on-brand assets spanning digital and print for 4-8 concurrent client accounts, delivering brand identities, campaign assets, print materials, and digital graphics across industries including professional services, technology, construction, real estate, law, and more.
- Designed and built websites and landing pages using WordPress and Avada Builder, translating client goals into user-friendly digital experiences that supported lead generation and conversion.
- Led end-to-end brand and event design for internal conferences for 200+ attendees, across three consecutive years; designing all collateral (emails, printed & digital material, badges, signage, etc.) as well as a dedicated event landing page, while managing day-of photography and key organizers/vendor coordination.
- Implemented and managed HubSpot CRM automations for email and sales processes, pairing branded design with marketing workflows to support client onboarding, engagement, and retention.
- Managed social media strategy and content calendars for assigned accounts, producing on-brand visual and written content that grew engagement and audience reach for LinkedIn, Instagram, and Facebook.
- Served as the primary design point of contact for client accounts simultaneously, owning requirements, revisions, approvals, and delivery timelines directly with clients alongside key client contacts.

Winthrop University Rutledge Visual Resource Center

Lab Monitor January 2017 - May 2019

Supported students in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Microsoft Office applications while managing lab printing services and staff scheduling, all whilst continuing degree within department.

Education

Winthrop University

BFA, Visual Communication Design (Graphic Design) August 2015 - May 2019

Coursework in typography, production design, and HTML/CSS; completed client-facing courses delivering design work for real clients in the Rock Hill and Charlotte area.