

KELLY CAPESTRANI

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Creative and detail-oriented Graphic Designer with experience in social media content creation, branding, and UX/UI design. Passionate about crafting visually compelling designs and content that enhance engagement and brand identity. Skilled in video editing, layout design, and strategic content planning, with a keen eye for current design and digital trends. Adept at collaborating with teams to develop cohesive visual strategies that align with marketing objectives.

EDUCATION

SLIPPERY ROCK UNIVERSITY | Slippery Rock, PA

Bachelor of Science (B.S.) in Communication: Digital Media Production (multimedia emphasis)

BUTLER COUNTY COMMUNITY COLLEGE | Butler, PA

Associate in Science (A.S.) in Business Administration

SKILLS

Hard Skills: Branding, Social Media Management, SEO, UX/UI Design, Digital Design, HTML/CSS

Soft Skills: User Empathy, Design Thinking, Visual and Verbal Communication, Problem Solving

Software: Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Rush) Microsoft Office Suite, Canva, Monday.com, ShowIt, Wix, Wordpress, CapCut

EXPERIENCE

GRAPHIC DESIGNER

Little Moon Marketing | Gibsonia, PA

JANUARY 2025 - PRESENT

- Promoted from Graphic Design and Social Media Marketing Intern to Freelance Graphic Designer, taking on expanded responsibilities as the primary point of contact for select clients, shaping creative direction and aligning visual strategies with overall marketing objectives.
- Design visually compelling content for social media platforms, enhancing client engagement and brand visibility while ensuring consistency in messaging and visual identity across all projects.
- Expand creative capabilities by taking on branding and website design projects, including logo creation, brand identity development, layout design, and content updates.
- Edit and produce short-form video content for Instagram Reels, TikTok, and YouTube Shorts, staying up to date with design and video trends to create engaging and relevant content.
- Work closely with the team to develop and execute monthly social media strategies, ensuring content planning and scheduling align with marketing goals.
- Apply UX/UI design strategies through user research and prototyping, improving site functionality and user experience while producing accessible, inclusive content.

GRAPHIC DESIGN AND SOCIAL MEDIA MARKETING INTERN

Little Moon Marketing | Gibsonia, PA

MAY 2024 – DECEMBER 2024

- Designed and created visual content for social media, enhancing client engagement and brand visibility.
- Assisted in developing and implementing monthly social media strategies by collaborating on content planning and scheduling to align with marketing goals.
- Implemented UX/UI design strategies by conducting user research and developing prototypes, improving user experience and site functionality.
- Produced accessible and engaging graphics by designing inclusive content that ensured usability and positive user feedback.

STUDENT OFFICE ASSISTANT

Slippery Rock University – Office of Academic Records and Registration | Slippery Rock, PA
JULY 2023 – MAY 2024

- Streamlined document organization processes, handling confidential information for 8,300+ students, ensuring accessibility and compliance.
- Managed front office operations during peak times, effectively handling phone inquiries and contributing to office efficiency.
- Maintained document files and provided clerical support, enhancing overall office functionality and organization.

EMPLOYEE EXPERIENCE COORDINATOR

SGK (Formerly IDL) | East Butler, PA
FEBRUARY 2022 – OCTOBER 2022

- Organized initiatives for nearly 200 remote and in-office employees, ensuring alignment with company objectives and boosting morale.
- Managed specialized committees to drive event planning, recognition programs, and wellness initiatives.
- Oversaw the annual employee engagement survey, conducting in-depth analysis to identify trends and areas for improvement in company culture.
- Ensured consistent branding across all channels (facility, intranet, social media) to boost employee recognition and engagement.

ADMINISTRATIVE ASSISTANT

Derse | Cranberry Twp., PA
SEPTEMBER 2019 – FEBRUARY 2022

- Implemented efficient order processing system handling job jackets for 100+ clients and 1,000+ events annually.
- Managed maintenance of billing jackets, ensuring accuracy and timeliness in billing processes.
- Collaborated with project management to execute cost corrections promptly, optimizing financial workflows.

MAKEUP ARTIST & PRODUCT SPECIALIST

MAC Cosmetics | Robinson, PA
NOVEMBER 2014 – SEPTEMBER 2019

- Provided high-quality makeup services, including application, color matching, and product recommendations, achieving consistent sales success.
- Built strong client relationships through personalized recommendations and exceptional customer service, fostering loyalty and satisfaction.
- Engaged in ongoing training to stay up to date on current makeup trends and techniques, contributing to a dynamic work environment.