

# Kelly Capestrani

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## EDUCATION

**Slippery Rock University**, Slippery Rock, PA

Bachelor of Science (B.S.) in Communication: Digital Media Production (multimedia emphasis) | GPA 3.67

**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, ShowIt, Wix, Wordpress

## WORK EXPERIENCE

### Little Moon Marketing

Graphic Design and Social Media Marketing Intern | May 2024 – Present

- 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.

### Slippery Rock University – Office of Academic Records and Registration

Student Office Assistant | July 2023 – Present

- 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.

### SGK (formerly IDL)

Employee Experience Coordinator | 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.

### Derse, Inc.

Administrative Assistant | 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.

**MAC Cosmetics**

Makeup Artist and Product Specialist | 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.