



## Professional Resume

**Kirstie Conklin**

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### Summary of Qualifications

Conklin has more than 18 years experience in sales, marketing, training and development, and customer relations, design, and illustration in a blend of industries. Concentrations include fashion retail, food service, promotions, and print media industries. In addition, diversified practical experience in artistic styles and mediums has proven a benefit for freelance applications and marketability. Initiated and implemented new procedures and training techniques for further growth in the service industry. Polished communication and organizational skills with both service and design employers.

### Areas of Expertise

- Media Applications and Public Relations, Direct Marketing Promotions, Strategic and Tactical Marketing Planning
- Collateral Development, Design & Branding, Photo Manipulation, software proficiencies: Illustrator CS2, Photoshop 7.0, InDesign CS2, and all Microsoft Office software
- Training Development and Planning
- Sales - Organization, Communication, Planning and Execution

### Professional Experience

- 18 years experience in the sales and service industry, with focus in both B2B and B2C
- 7 years experience in advertising, sales and marketing for small to medium sized companies
- 15 years experience in commercial graphic design and public and private illustration and mural work
- Society of Illustrators Award, New York
- Trainer of Marketing Professionals – with influences:
  - Monopolize Your Marketplace
  - Socratic Selling
  - Tested Advertising Methods
- Initiated and implemented new procedures and training techniques for further growth in the service industry.
- Polished communication and organizational skills with both service and design employers.
- Assumed responsibilities for customer satisfaction through teaching, and various organizational projects to aide in the efficiency of various industry services.

### Education

- BFA Illustration, Honors, Kendall College of Art and Design, 1996
- AA Fine Art, Kalamazoo Valley Community College, 1993
- Certificate of Completion, Academia di Belle Arti, Italy, 1995

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