



KARI REHE

GRAPHIC DESIGNER | MARKETING SPECIALIST
304-698-8746 | KARINICOLE84@GMAIL.COM | KARIREHE.COM

Bold, imaginative, and driven Graphic Designer & Marketing Specialist with a passion for transforming ideas into cohesive visual stories that elevate brands and engage audiences. Experienced in branding, print, digital, web, social, and environmental design with a focus on user-centered experiences, layout, and brand consistency. Skilled in crafting visual identities, responsive websites, and marketing campaigns that align with business goals, enhance user experience, and deliver high-impact results across platforms.

Contact

Phone
304-698-8746

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karinicole84@gmail.com

Skills

Design:

- Brand Identity
- Digital & Print
- Typography
- Layout

Web:

- Wix
- WordPress
- UX/UI Fundamentals

Marketing:

- Campaign Design
- Social Media
- SEO

Tools:

- Adobe Creative Suite
- CorelDRAW
- Canva

Workflow:

- Project Management
- Collaborative Projects

WORK EXPERIENCE

Graphic Designer/Marketing Coordinator

City Neon - Morgantown, WV

Aug. 2025 - Present

- Lead the design and execution of print, digital, and environmental graphics aligned with brand strategy and client goals.
- Translate client objectives into compelling B2B and B2C visual solutions across signage, marketing, and digital platforms.
- Design and produce multi-channel assets (signage, advertising, social media, web) that strengthen brand visibility and engagement.
- Maintain and evolve brand consistency across all customer touchpoints, including web and marketing materials.
- Collaborate with sales, production, and installation teams to ensure designs are visually impactful and production-ready.
- Manage multiple projects simultaneously, balancing deadlines, revisions, and client communication.

Graphic Designer

Affordable Signs Unlimited - Reedsville, WV

Feb. 2017 - Aug. 2025

- Designed print and digital marketing materials aligned with client branding, business goals, and campaign needs.
- Led projects from concept through production, ensuring cohesive visual direction and accurate final execution.
- Created logos, advertisements, brochures, and website designs for a wide range of B2B and B2C clients.
- Translated marketing objectives into clear, engaging visual communication across multiple platforms.
- Managed multiple client projects, balancing timelines, revisions, and expectations.
- Utilized Adobe Creative Suite and CorelDRAW to produce high-quality, production-ready artwork.

Web & Digital Marketing Intern

Appalachian Marketing & Media - Remote

Jan. 2025 - Apr. 2025

- Designed and maintained responsive, user-friendly websites using Wix, tailored to client goals and brand identity
- Collaborated with clients to develop custom layouts and features that improved user experience
- Optimized websites for SEO, improving search visibility, increasing traffic, and enhancing user engagement
- Integrated third-party tools and features to enhance website functionality and performance.
- Troubleshoot technical issues to ensure smooth and consistent website operation.



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Education

A.A.S. – TECH STUDIES
Mountwest CTC

A.A.S. – GRAPHIC DESIGN
Mountwest CTC

Training

**Software Development
Training Program –**
Newforce

Volunteerism

West Preston Youth Basketball
Valley District Baseball
West Warriors Football
All Tied Up
HOPEschoolers for WV

Web & Software Development Trainee

Newforce - Remote

Aug. 2023 - Feb. 2024

- Built responsive web applications using HTML, CSS, and JavaScript with a focus on usability and clean design
- Developed dynamic user interfaces and single-page applications using React
- Collaborated in remote, team-based environments to deliver real-world project solutions
- Gained foundational experience in full-stack development, API integration, and modern web workflows
- Utilized Git and GitHub for version control, while ensuring efficient code management and smooth collaboration across team projects.

Graphic Designer

Matthews International - Kingwood, WV

Feb. 2011 – May 2016

- Transformed complex design briefs into compelling visual assets in a fast-paced environment, delivering high-quality digital and print designs that aligned with brand identity and exceeded client expectations.
- Partnered with cross-functional teams and the Graphic Design department to refine creative concepts, optimize visual layouts, and ensure seamless production workflows from concept to completion.
- Directed the full design lifecycle across multiple concurrent projects, while spearheading planning, creative development, and final execution while ensuring cohesive brand storytelling.
- Leveraged expertise in Adobe Creative Suite and other industry-standard tools to develop precise, innovative, and on-brand artwork exceeding specifications.
- Enforced rigorous quality control and brand consistency standards across all visual outputs, while staying at the forefront of evolving design trends and emerging digital tools.
- Conducted detailed reviews of client requirements and design specifications to ensure deliverables were accurate, visually engaging, and strategically aligned with project goals.
- Led vital design collaborations with marketing, UX, and leadership teams to deliver forward-thinking design solutions that enhanced user experience and drove brand engagement across multiple platforms.