



KARI REHE

GRAPHIC DESIGNER | MARKETING SPECIALIST
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PROFESSIONAL SUMMARY

Graphic Designer and Marketing Specialist with expertise in brand stewardship, multi-platform campaign development, and modern visual communication. Experienced in creating cohesive digital and print systems that strengthen brand identity and support strategic marketing initiatives. Thrive in fast-paced environments where collaboration, precision, and creative problem-solving drive meaningful engagement.

EDUCATION

ASSOCIATES DEGREE - TECHNICAL STUDIES
Mountwest Community & Technical College

ASSOCIATES DEGREE - GRAPHIC DESIGN
Mountwest Community & Technical College

CORE SKILLS

Design:

Brand Identity
Digital & Print
Typography
Layout

Web:

Wix
WordPress
UX/UI Fundamentals

Marketing:

Campaign Development
Social Media
SEO

Tools:

Adobe Creative Suite
CorelDRAW
Canva

Workflow:

Project Management
Cross-Functional Collaboration

PROFESSIONAL TRAININGS

Software Development Training Program
– Newforce

VOLUNTEERISM

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

WORK EXPERIENCE

Graphic Designer/Marketing Coordinator

City Neon - Morgantown, WV

Aug. 2025 - Present

- Steward and elevate brand identity across print, digital, and environmental platforms, ensuring cohesive multi-channel campaign execution aligned with strategic objectives.
- 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.
- Develop and maintain comprehensive brand systems across all customer touchpoints, ensuring visual integrity and long-term brand growth.
- 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.
- Designed digital advertising assets optimized for platform specifications, ensuring high-performance visual clarity across web and social placements.
- Contribute to creative concept development and campaign ideation sessions to align visual storytelling with marketing strategy.

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.

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.