



KARI REHE

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

Creative Marketing & Brand Specialist experienced in branding, web design, SEO, content creation, social media, and multi-channel marketing. Skilled at building cohesive brand experiences, increasing visibility, and delivering strategic creative solutions that drive engagement and business growth.

Contact

Phone

304-698-8746

Email

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 creative direction, brand development, and marketing strategy for multiple business divisions, aligning visual communication with growth objectives.
- Develop and manage websites, SEO initiatives, social media platforms, content marketing, and analytics to strengthen digital presence and customer engagement.
- Design and produce integrated marketing campaigns across print, digital, environmental graphics, and advertising channels.
- Maintain and evolve brand standards across web, social, marketing, and customer-facing materials to ensure a consistent brand experience.
- Partner with sales, production, and leadership teams to create marketing solutions that support customer acquisition and business development.
- Manage multiple concurrent projects, coordinating creative execution, campaign performance, timelines, revisions, and stakeholder 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
Food for Preston

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.